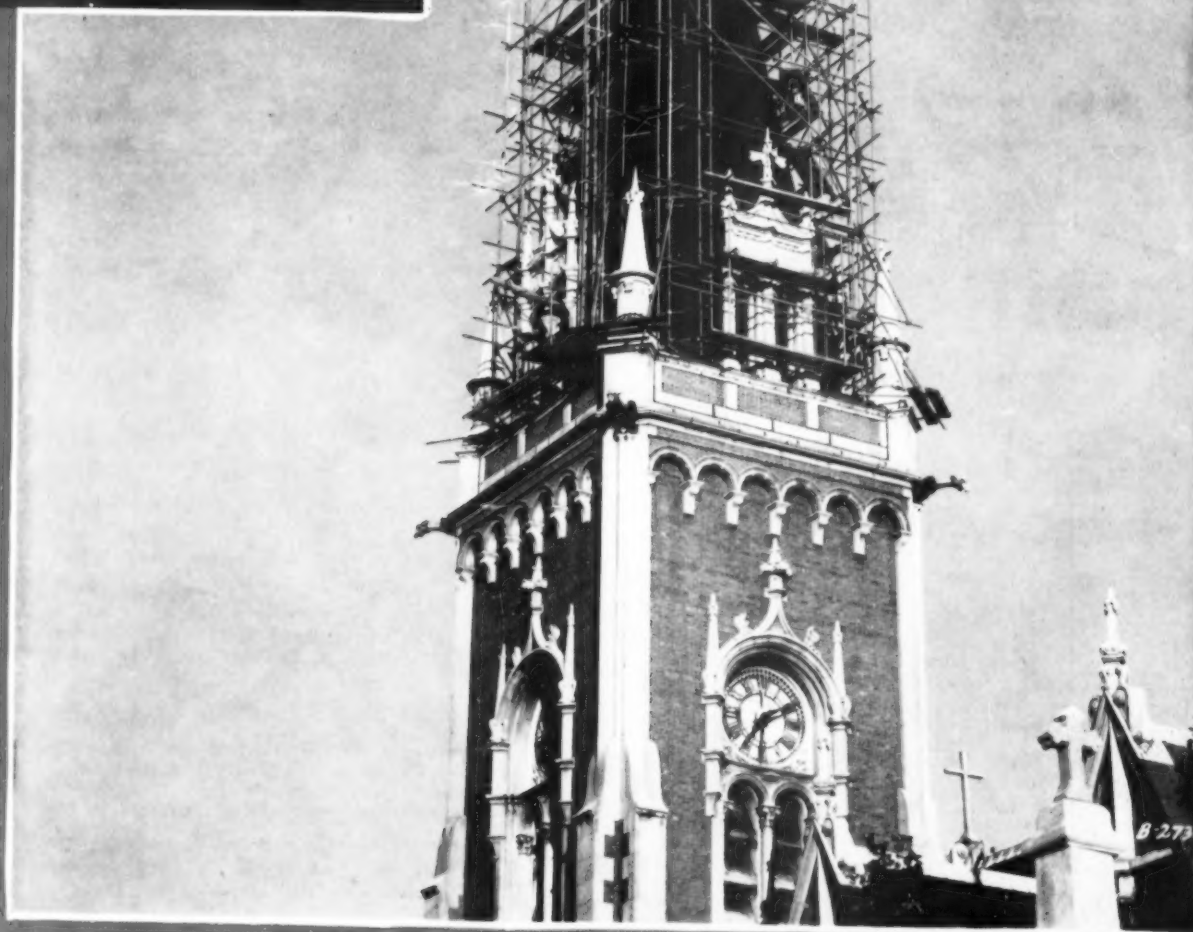


43rd YEAR

# AMERICAN ROOFER & SIDING CONTRACTOR



*Photo-of-the-Month See Page 5*

**January, 1954**

*In This Issue:*

**1954 Business Forecast**

**"Fix-Up" Market To Be Studied**

**Uniforms Build Prestige**

## How any good roofer can make more money



Mr. Schust and Mr. E. C. Shirley Planning a Job. "Being a Barrett Authorized Shingle & Siding Contractor really helps in our business," says Mr. Shirley. "Barrett's effective program has helped to increase our sales volume."



### BARRETT DIVISION

AR-1



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40 Rector Street, New York 6, N. Y.

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# WAY PAGE

### BE A BARRETT AUTHORIZED SHINGLE & SIDING CONTRACTOR

You benefit these three important ways when you qualify as a Barrett Authorized Shingle & Siding Contractor:



**1.** You gain the prestige of Barrett, the greatest name in roofing. National advertising and word of mouth recommendations make Barrett products known and preferred everywhere. You get pre-sold customers.

**2.** You get unmatched Barrett promotional backing. Barrett provides you with an organized promotional program consisting of a wide variety of tested and proved sales aids designed to help you close more sales.

**3.** You sell Barrett's high quality materials—better roofs, fewer complaints.

If you're a good roofer you can be the Barrett Authorized Shingle & Siding Contractor in your territory. Mail coupon TODAY for full information.



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"More Loads are Rolling Out of Our Yard Than Ever Before, now that we've become Barrett Authorized Shingle & Siding Contractors," says Mr. C. L. Schust of Schust Shirley Co., Inc., Fort Wayne, Ind. "Barrett support sure helps us sell more shingles."


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# Nailing It Down

**A** BOOMING home modernization field awaits the roofing and siding contractor in 1954 in the opinion of Harold R. Berlin, vice-president of Johns-Manville Corporation. Mr. Berlin pegs the maintenance, expansion and modernization of existing structures as a potential \$11.5 billion market.

Although he foresees fewer new homes going up, less public construction and not as many new factories as 1953, Mr. Berlin believes the construction industry salesman will continue to benefit from good business in the commercial and institutional building fields and from increased public utility construction.

Of added interest to contractors were the following statements by Mr. Berlin, who is General Manager of the company's Building Products Division. He pointed out that a new record volume estimated at \$45.8 billion was achieved in 1953 by construction in four categories. These categories and their outlook for 1954 are:

1. New housing starts in 1953 numbered about 1,050,000 and cost approximately \$11.9 billion. This figure may taper off to 900,000 units or somewhat over \$10 billion in the coming year.

2. Private new non-residential construction, which is commercial, industrial, public utilities, farm, institutional, and recreational facilities, was estimated at \$11.3 billion last year and should hold at about \$11.0 billion in the coming year.

3. New public construction, such as new highways, sewerage, waterworks and public buildings, and to a much lesser extent than in 1952 atomic energy facilities, was estimated at \$11.1 billion in 1953 and may decline to \$10.5 billion in 1954.

4. Maintenance alteration and modernization of existing structures cost an estimated \$11.5 billion in 1953 and is quite likely to go substantially higher if vigorously pursued by the selling force. "An enormously important source of housing demand is migration within the nation, which is growing rather than declining," said Mr. Berlin.

(Continued on Page 34)

# AMERICAN ROOFER

## and SIDING CONTRACTOR

Devoted to Roofing ★ Siding ★ Insulating ★ Waterproofing

Publishers of

## Roofing, Siding & Building Specialties Manual

Vol. 44

JANUARY, 1954

No. 1

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★ ★

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waiting for the smart manufacturer.*

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# AMERICAN ROOFER & SIDING CONTRACTOR

JANUARY

1954

## Size of "fix-up" market may become regular census study

ON a note of encouragement from at least three different sources, the 1954 season for roofing, siding, insulation and home modernization has started off happily. From the Census Bureau comes a report of a request for money to find out how much money US families spend on repairs and modernization. FHA has moved decisively to cut out racketeering. Finally in the middle of December Albert M. Cole, head of FHA, submitted to the President a program which would include rehabilitating up to 750,000 family living units per annum.

### Request For \$20,000

The Bureau of the Census made a request for \$20,000 from the Budget Bureau to find out what the size of the home modernization and repair market. For a sum which most experts regard as piddling the Bureau would be enabled to add that question every three months to its monthly survey of 25,000 families, now used to find out the number of people working and unemployed. The \$20,000 would only cover owner-occupied homes. More money would be

required to cover rental housing. Estimates of the market now vary by \$2,000,000,000, from the \$4,500,000,000 of the Department of Commerce, to the \$6,500,000,000 by the U. S. Chamber of Commerce.

According to "Architectural For-

### ON OUR COVER

Surrounded by a steel network of tube-and-coupler scaffolding, the spire of Chicago's Guardian Angel Catholic Church, Devon and Ridge Avenues, stands ready for complete roofing repair, in this issue's Photo-of-the-Month.

Chicago roofing contractor Frank Staar & Sons, Inc., rented this TubeLox Scaffolding to permit removal of the old cross, metal work and slate with maximum convenience and safety. A new cruciform and lead-coated flat-lock roofing was then installed, while remaining metal work was repainted.

The scaffold assembly, installed by a Patent Scaffolding Co. crew, required 8,500 lineal feet of TubeLox tubing and 1,600 coupler connections.

Note how the scaffolding set-back, located at midpoint on the steeple, makes it possible to provide support for the smaller top platforms without excessive use of scaffolding. While it is securely tied-in to the spire, the scaffold does not depend on it for support. The weight of the scaffold rests entirely on the assembly base.

um," FHA has moved decisively to stamp out racketeering in Title I home repair loans. Commissioner Guy Hollyday issued orders that:

### Obtain Applications

"Lenders must henceforward obtain signed applications from contractors doing Title I business with them. These must guarantee that 'ethical and proper selling practices will be followed' and 'immediate attention given to all complaints involving materials, workmanship or sales representations.' Deliberate false statements are punishable by a \$5,000 fine or two year jail term."

"For contractors with whom lenders have not done Title I business in the last 12 months, lenders must certify to FHA that they have investigated and found them 'reliable, financially responsible and qualified' to do a good job."

"Lenders must begin keeping records of their experience with each Title I contractor — showing loan volume, losses and complaints or irregularities."

"A six-day waiting period be imposed before a Title I contractor can collect from a lender for a completed

job. Purpose: the lender will meanwhile notify the homeowner of the transaction and await squawks, if any."

"FHA will insure no more Title I loans where borrowers, have been given or promised a cash payment, rebate or commission on future sales. (These were some of the most frequent come-ons used by 'dynamiter' salesmen of home repairs and improvements.)"

### Plug Loophole

"To make sure the cash bonus loophole was really plugged up, FHA will also require contractors to certify in completion certificates that no cash bonus, rebate or commission on future sales has been given or promised. Contractors also must certify that all bills for labor and materials have or will be paid, and that they will buy back the Title I loan if any of their representations prove wrong."

"FHA's orders added up to a serious and probably successful effort to overcome what has been called the Achilles heel of its loan insurance program. FHA relies solely on banks' prudent lending policies to screen out bad Title I loans. It neither investigates nor evaluates them itself before insuring. Such a task would cost too much, anyway. Last year, FHA insured some 2 million Title I repair loans averaging \$500 each. But because Title I pays an effective 9.6% interest and bears federal insurance, many an institution was making too little investigation."

### High Pressure Salesmen

Speaking of the West Coast situation, discussed in that column previously, the Forum added: "By last spring, hot-shot and high pressure salesmen were so active in the home repair field that in one three month period California's state license board filed charges of fraud and misrepresentation against 50 construction firms. In San Francisco, the Better Business Bureau went to the lengths of calling a press conference to expose and denounce sales pitches which were leading some home-owners to think they would get a \$1,000 mastic job free because their house would be used for 'advertising'."

Mr. Coles' program, the third optimistic report, will be discussed fully in the February issue.

## Insulating Siding Assn. Reelects Waldman President; '54 Prospects Bright

For the second consecutive year, William Waldman, president of the Brixite Manufacturing Co., has been elected president of the Insulating Siding Association. On taking office at the eighth annual meeting of the organization, Mr. Waldman pointed to several factors concerning the current market, all which tend to indicate another good year for roofing and siding sales in 1954.

### \$7 Billion Market

"Studies made by the ISA in co-operation with member companies," Mr. Waldman said, "indicate that the home modernization market in 1954 will be at least seven billion dollars." "Of that amount, more than 20 percent will be spent on siding, roofing and insulation," he continued.

The Association's head pointed out

that although sales of insulating siding for the first three quarters of 1953 ran about nine percent behind 1952 (according to U. S. Dept. of Commerce figures), siding is still being sold at the rate of more than 2,880,000 squares a year — enough to cover the sidewalls of almost a quarter of a million average size homes.

### More on New Homes

Conservative estimates, he added, reveal an increase of 40 per cent over 1952 in the number of new homes being built with insulating siding.

Other officers named by the Association at this meeting held at the Shawnee Inn in Pennsylvania were: William B. Wilson, Bird & Son, vice president and chairman of the planning committee; Ray W. Sweeny, western manager for

(Continued on Page 31)

## 'Living Architecture' Exhibit Features Special Insulating Material



Shown above is the exterior of the pavilion housing the Frank Lloyd Wright exhibition, "Sixty Years Of Living Architecture," in the Solomon R. Guggenheim museum, New York. The pavilion, built expressly for the exhibition, is 145 feet long and covers nearly 10,000 square feet. A special structural insulating material used for the curtain walls and roof decks is an outstanding feature of the structure. It combines in a single thickness the functions of strength, insulation and weather resistance. The interior deck surfaces, and exterior and interior wall surfaces are maintenance-free, if left unpainted. The building, which is the first designed by Mr. Wright in New York City, used approximately 11,000 square feet of this material.

(Photo & Data courtesy of Celotex Corp.)



**The Presidents' Report:**

# A forecast of 1954 business by national association leaders

## Improved Services Will Bring More Business This Year

By **WALTER SIMON**

President, National Roofing Contractors Association, Inc.

THE shooting war in Korea has ended temporarily at least, permanently we hope. Americans everywhere pray that it will not be necessary again that nation strike against nation, resulting only in misery, destruction, death, proving and settling nothing.

Modern war-fare requires a vast amount of supplies of all manner and kind, necessitating huge expenditures and creating fictitious prosperity. Modern peace if worked out by willing and clear heads, can provide a far greater and permanent prosperity the world over.

### World Market

Time and space do not permit the description of the need for the simplest of things which we deem common place here. To site one single item, "medicine." In the Far East, India, and the Middle East, untold thousands die daily because even the simplest remedies are not available. I mention this because of the multitude of things produced in this country which can and one day will again find world markets. The prosperity created by this type of effort is lasting and real. America is still the hope of the world and should be no less to all of us, the citizens of the United States.

I can see only great good and great progress in the years that lie ahead. These things can be achieved, when we will have a return of statesmen instead of politicians, of business people

## Incentive Programs Needed To Offset Stiffer Competition

By **L. A. RANDALL**

President, National Established Roofing, Siding and Insulating Contractors Association, Inc.



**L. A. RANDALL**

Mr. Randall, a prominent Eastern roofer, is serving his second term as President of NERSICA. He is one of the few Presidents of that organization who has served two successive terms.



**WALTER SIMON**

Mr. Simon has been a leader in NRCA for many years. His St. Clair Roofing Company of St. Louis is one of the longest established roofing firms in that section of the United States.

instead of store keepers, of working men instead of doddlers, of efficiency instead of ineptness.

All of which means, that if we will expend a considered and persistent effort, that there will be plenty of business ahead for all of us in 1954. The surest way to obtain our share is to improve our service, and to offer to do

(Continued on Page 28)

RECENTLY on the Wall Street Journal front page in adjoining columns these two headlines appeared: "WELL HEELED PUBLIC augurs against a serious economic gale" and "SOUPED UP SELLING—As Competition Grows Industry Trots out a raft of new sales plans."

The "well heeled" article went on to indicate a record \$24 billion in savings banks alone; stockholders have benefited to the tune of \$6.6 billion in the first ten months of 1953 and the money is still rolling in; employed people number 61.9 million and individual family income is boosted because so many wives are working.

That seems to indicate a lush market to try for, but then one must remember there are also a lot of people interested in that market. The Journal polled 75 corporations with the result 66 said they expect sales competition to be tougher in 1954. Most of them were hiring more salesmen and establishing new training programs and incentives for both new and old sales personnel and dealers.

There are, however, some road blocks in the path to getting a share of the hidden wealth. If the maintenance, repair and home improvement contractors expect to get their share of the market in 1954 they will have to work for it. The dollar is not going to be easy to get away from the homeowner. He has obligated himself for 12 per cent more automobiles in the past five

(Continued on Page 27)

# UNIFORMS

## They heighten firm's prestige and build employee morale

By JOHN W. GIBSON, Director  
Institute of Industrial Launderers

**I**F you've paid an income tax in the last sixty years, a part of your tax went to the Rose Brothers Roofing Co., of Arlington, Virginia.

A very, very small part admittedly, but a part nevertheless.

That's one way of telling you that the firm run by W. R. "Bob" Rose just across the Potomac River from Washington, D. C., is an important one in the roofing business. And it's a reasonably accurate way, too, because every American who pays taxes contributes to the building and maintenance of his government's buildings.

And in the course of the last sixty-one years, the firm founded by Bob's father, W. R. Rose, Sr., has raised a good many roofs for the government.

Some of these installations read like excerpts from a tourist's diary kept while visiting Washington, D. C.

The Archives Building of the United States of America; the Headquarters Building of Mount Vernon—George Washington's home; the Lincoln Memorial, both the Memorial itself and the waterproofing of the five-block-long reflection pool that lies at its base—all these and many more are Rose Brothers jobs.

### Prestige Installations

One might think that the unusually high number of prestige installations by Rose Brothers would make them turn their backs on the home market—the primary source of income for most roofing contractors. But the opposite is true.

For Bob Rose and his eighty employees the praise of a housewife means just as much as the applause of a

Capitol Hill dignitary and they work just as hard to earn it.

"We've made more than 50,000 installations since the day my father founded this company," Bob says, "and the bulk of those were home jobs."

He feels that 1954 will bring back to the industrial scene a vigorous, healthy and competitive market and that roofing men everywhere should re-appraise the home market.

Commenting on the fears heard in Washington, as elsewhere in the country, that 1954 would see a decline in business, Bob shrugged it off and said, "the business is there. All you have to do is to advertise and keep your

contacts up. You'll get your share of it."

The youthful head of the Arlington firm said that his advertising campaign will be aimed at the housewife in particular and the home market in general with direct-by-mail, newspaper and radio elements.

### Dress To Sell

In accordance with his belief that the home-market is the back-bone of the roofing industry, Bob Rose insists that his "outside" men are "dressed to sell."

"The roofing business has never been famous as a bunch of Beau Brummels," Bob says with a smile, "in fact, there's a saying about 'Raggedy roofers' and that expression . . . that impression has got to be changed. Appearance is important in our business as it is to any other."

Bob inferred that it's about time that his fellow roofers raised the roof about clothing—work clothing!

"It's particularly important to have your repair men well-dressed," Bob says, "they have the most frequent contact with the housewife, and as everyone knows, women pay a lot of attention to clothes."

He pointed out that many different types of firms in the Washington area have learned that the uniforming of employees acted as a sales promotional device.

"We found out about twenty years ago that you can take a man who has been on the payroll one hour, send him out on a job in a neat uniform and the housewife who talks to him will assume . . . just from his appearance—that



Mechanic shown here working in the shop, takes pride in uniform provided by Rose Brothers Roofing Co. The uniform provides factors of safety as well as comfort.



The smart appearance of Rose's men proves to be an asset when the housewife answers the door bell. Good impressions last—and have brought Rose return business. Note the name of the company on the shirt of the mechanic. In

center shot housewife watches as roof fan is passed to mechanic on roof. Third shot shows housewife discussing gutters and eave-spouts with well-dressed mechanic.

he's been with the firm a long time, that he knows his business."

"On the other hand," Bob added, "you can send a man who has been working on roofs for twenty years to see a housewife and if he's in some torn, ragged outfit, she will get the impression that he's incompetent and that the firm he represents is incompetent."

### Good Equipment

Like most roofers, Bob Rose appreciates the value of good equipment. He has seven power hoists, four roof scrapers, a pair of power rotary brooms with which to brush off slag, special pumping equipment and many other pieces of advanced equipment.

### Man Makes Sale

But unlike most roofers, Bob Rose realizes that all the equipment in the world cannot make a sale. A sale has to be made by a man and that man has to be dressed to sell.

The thirty "outside" employees on the Rose Brothers payroll are dressed to sell in work clothing supplied by the Carter Industrial Laundry, Inc., of Colmar Manor, Maryland.

### Advantages of Renting

Coveralls, shirts and pants and jackets are supplied to Rose Brothers on a rental basis. By renting work clothing Rose Brothers, and other businessmen taking advantage of the service, save themselves the cost of buying and maintaining work uniforms.

Bob Rose's industrial launderer also makes certain that each item of work clothing supplied carries his insignia, a bright, yellow-lettered design that makes a good impression on the housewife, one that promotes sales( one neighbor sees that her neighbor is

*(Continued on Page 22)*



Rose Brothers trucks reflect the same neatness, efficiency and unobtrusive advertising as do their uniforms. These things add up in prestige with the firm's customers.

## Shingle Sales Talk:

# If the answer is "No!" maybe you have a silent competitor!

"ASK for the order! Ask for the order!", I growled to myself, "So that's the secret of selling, is it? Well, it's still a well kept secret as far as I'm concerned. I ask for the order all right and what I get is a big fat No." I slung my hat and coat across a shingle display and kicked my desk chair toward the corner of our sales room.

My sales manager, Mike McGurk raised his big red head and looked at me over his desk. "Your face has no-sale written all over it, son," he said.

"I guess you don't have to be a mind reader to tell that," I admitted. "Mike, tell me: what am I supposed to do when everything seems set for a sale and then it just doesn't come through?"

Mike ran one hand through the stubble of his closely cropped red hair and then pointed a finger at me. "You've heard of Gentleman Jim Corbett, haven't you?" he boomed.

### A Champ's Secret

"Great Scott, Mike!" I said, "You don't want me to plant a right cross to the jaw do you?"

"You and your unhinged tongue," he came back, "Sometimes I think you're wasting your time as a salesman—you ought to be writing joke books."

"Okay, Mike, I'm sorry. I'll zip my lip. Tell me about Gentleman Jim." I settled myself in the chair opposite his desk.

"Well, the point is that when Corbett was asked the secret of what makes a man a champion, he said, 'Fight one more round!' Son, nobody has said it better. Whether they word it 'Stay in there pitching' or 'Don't give up' or what have you. Nothing works better than trying again. The chances are that, if you get a turn-down after you've told your story, then you probably haven't told that story convincingly enough. So keep right on selling. Fight one more round.

### By BILL SHEPPARD

**Sales Manager Mike McGurk Points Out That A Roofing Salesman Has Competitors Who Don't Even Know They Are Competitors.**

"Now, while you ought to start your story with the firm conviction that you're going to make a sale, at the same time you should not be caught flat-footed when No is the answer. As you drive to see your prospect, turn over in your mind some reasons why he might turn you down. Then tell yourself what you're going to tell him if he does. The old Scout motto 'Be Prepared' holds good in selling all right. When you're prepared with the answer for his No then that answer comes out easily and convincingly as you tell him, 'Yes, I understand how you feel but I wonder if the point you

raise isn't balanced out by . . . and so forth and so forth.

"If he doesn't tell you why he doesn't want to buy, you can sure ask him. Chances are he'll tell you but what you want to be sure of is that he tells you the real reason. He may tell you that his present roof isn't giving him any real trouble but what he means is that you haven't shown him what your new one can really do for him. If he says your roof costs too much, the situation may be that he doesn't understand how little per month financing runs."

Mike got up and started pacing up and down as he continued talking—and I continued listening.

"An important factor always to remember," he said to me, "Is that, when a man says No about getting a new roof, he is not always saying No for

(Continued on Page 24)

## Use of Natural Brick Veneer Finish Speeds Up Michigan Construction Job



The good looking one-story six-room home above is one builder's answer to better built brick homes in the low price field. Mr. Fay Morse, contractor, Royal Oaks, Mich., constructed this home of concrete slabs and finished it with a natural brick veneer. A crew of experienced applicators finished the job in a day and a half. The siding, he claims, enables him to build more houses with the same manpower and at a lower cost. The house is built on a floor plan of 34 feet by 24 feet 8 inches, without a basement.

(Photo & Data Courtesy American Cement Prod.)



**Built-Up Roofing:**

# Two-piece cap flashing is now available in copper

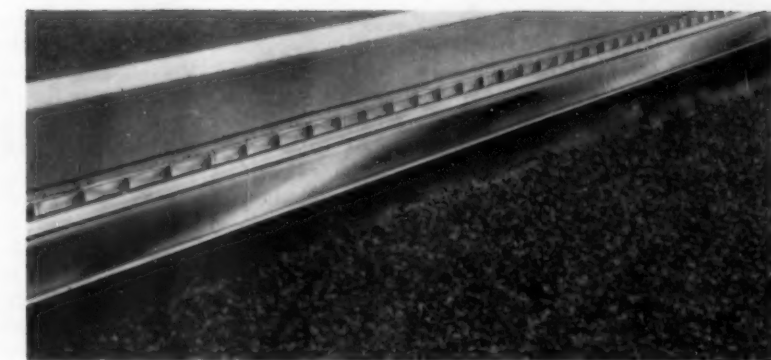
**D**EVELOPMENT of a two-piece cap flashing, consisting of two factory-formed copper members has been announced by Revere Copper and Brass Incorporated. One of the pieces is the receiver which is to be built into a masonry wall. The other is the counterflashing insert which snap-locks into place after the roofing and base flashing have been completed.

The receiver itself comes in two forms, although both have the same receiver lock design. One is thru-wall flashing of the mechanically keyed 3-way type; the other, a flat copper receiver for use where the design calls for only enough copper to secure the receiver in the wall.

## Unobstructed Wall Face

Both forms provide the roofer with an unobstructed wall face for the placement of base flashing. The free wall makes the placement of base flashing easier and more effective. There is nothing to impede the carrying of base flashing to the correct height and properly securing it to the wall.

While the insert member of the 2-piece flashing is easy to install, it is difficult to remove from the receiver



Above: Section of the new 2-piece cap flashing as it looks installed on the roof of a building. Note snug fit and neatness of appearance.

—Photo & Data Courtesy Revere Copper & Brass Incorporated

without a knowledge of the construction of the lock, making it almost vandal-proof. It can be removed with simple tools for inspection and repairs to the base flashing.

Important as is ease of installation, engineers also claim that they have designed in perfect weather-sealing, stating that the factory-formed angles on the receiver and the insert cause the latter to hug the base flashing and

weather seal effectively. Water cannot blow up behind the flashing.

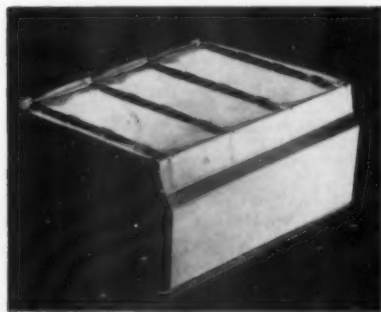
Forming to precise dimensions has the secondary advantage of giving the installation the straight clean line that is so desirable to good architectural design. A one-inch locking tongue assures alignment of receiver slots and makes a uniform appearance.

The two-piece cap flashing is made of enduring 10-oz. or 16-oz. solid copper sheet with the bonding ribs of the combination 3-way flashing receiver providing even greater stiffness in the exposed portion. It is also available in lead-coated copper.

The insert is furnished in 48" lengths for recommended overlap of 3". Width is 4" on exposed face, to allow for a minimum 3" overlap of the base flashing.

The receiver is furnished in 49" lengths (48" layup), with 1" overlap in a locking tongue dam that prevents longitudinal travel of the water while assuring proper alignment. It is available in two in-the-wall forms; namely,

(Continued on Page 23)



Left: Receiver is furnished in 49" lengths, (48" layup) with 1" overlap in a locking tongue dam which assures proper alignment. Right: Combination receiver and thru-wall flashing.



**Steep Roofing:**

# Color planning can turn a small job into a big one

By FREDERIC H. RAHR

**S**ELLING on the basis of color is an easy way for a roofing and siding contractor to build a small job into a big one.

Today more than ever before, color is a leading factor in selling. The imagination of America's home-owners is being captured by the idea of paying as much attention to exterior decoration of a house as to interior decoration, and consequently color is becoming a stronger and stronger selling force. Asphalt roofing manufacturers very early took the lead in emphasizing color, and they have continued to expand the range of solid and blended colors in which they make their product.

The contractor who recognizes color's importance will realize that he must adopt a sales approach appropriate to it. Arguments used to persuade a home-owner that he needs a

new roof because the old one is wearing out are founded on practical considerations, while the argument used to sell a new roof on the basis that it will make a home more attractive is intended to appeal to the owner's pride and his desire for personal well-being.

An advantage of color as a sales tool is that it leads, in a logical manner, to up-grading an initial sale. Let's make an analogy to a woman's purchase of a dress. Once she has bought a dress, what comes next? A hat, perhaps. Then shoes, gloves and other accessories.

## Style In Clothes Analogous

Why? Because style, not practicality, is the consideration. A woman buys an ensemble because she wants to appear stylish. And the same sales strategy involved in selling women's

clothing will work in selling roofing, siding, and other exterior materials — the clothing of a house. A house should look good all over, too.

People will readily agree to this — who will say that he does not want his home to be attractive? — but it is up to the contractor to influence the home-owner, to lead him to this logical conclusion. That is the nature of salesmanship.

## Master Plan

My suggestion is for the creation of a master color plan, worked out jointly by the contractor, or his salesman, and the home-owner. Plan a series of harmonious colors for all areas of the house — roof, sidewalls, trim, doors, windows, shutters, and every other detail that might be a part of a particular dwelling. With respect to color, any house deserves to be treated as an entity, not as a collection of unrelated parts.

The value to the contractor of such a master color plan is apparent. It is primarily directed to selling roofing and siding, but it also encompasses windows, storm doors, paint, and all other exterior finishing materials that a roofing and siding contractor might sell. This is where the up-grading of an initial sale comes in. Although the initial job might involve only one material — new asphalt shingles for reroofing, for instance — the master color plan brings in everything else as supplementary business.

An objection that the home-owner might have it: "But I can't afford to do all of this right now. The idea of a master plan sounds swell but it would cost too much."

The answer to that is that not all of it has to be done at the same time. The master plan can be carried out  
(Continued on Page 29)



Use of a master color plan turned the beautiful home shown above into a harmonious creation of exterior and interior materials. The result was an ordinary roof repair job turned into a big roofing and siding job, with many extras added.



## Your Fellow Roofers:

# Recipe for built-up roof success: stick to specs at all costs

By R. L. HARRINGTON

**T**HE Alta Roofing Company in San Francisco, one of the West's oldest roofing concerns, is entering its 37th year of business. Over the years, since 1916, it has gained an enviable reputation as one of the outstanding roofing and waterproofing firms on the coast. They have long been recognized as specialists in the big job field.

Such a reputation doesn't just happen. It was built by the recently retired founder of the company. Mr. T. Hemi, whose business philosophy was based on the simple premise that "a company loses more on one bad job than it gains on a hundred good ones." Sam Sankowich, present owner, who got his first job with Alta in 1924, almost before the ink was dry on his high school diploma, summed it up this way: "We try to do the job right at all costs and to keep within the specified time limit promised."

### No Commercial Advertising

Strict adherence to this simple formula has paid off with Alta Roofing. They do no commercial advertising of any kind because, as Mr. Sankowich pointed out, "Our selling is done directly through personal contacts with architects, contractors and owners. Everyone connected with the industry knows us and our job record which is the most convincing salesman of all. Much of our work is repeat business in the sense that new jobs come to us

through former business connections where we have established good working relations."

In 1946, the firm opened a Los Angeles office and warehouse in order to cope with their rapidly expanding operations more efficiently. This branch is under the direction of manager Irving Friedman with Mike Makaron as superintendent. John Haubert is the superintendent in the home office. With the Los Angeles personnel, there are now one hundred permanent employees at Alta. Due to their large volume of business, employment—with few exceptions—is on a year-round basis.

The potency of an established reputation for integrity and quality work is startlingly revealed by the very small

sales force required to keep a large volume of contracts flowing their way. Just three men, Mr. Sankowich, his son Lloyd and Don Piercy, do the selling for Alta, which amounted to well over \$1-million worth of roofing work last year.

### Wide Spread Work

While most of their work has been done in California, they have also operated in such widely spread areas as Fire Island, Alaska and Alexandria, Virginia. The latter, which they did on a joint venture, was the site of their largest single project to date with 1,400,000 sq. ft. of roofing laid. Their most extensive job involved 7-miles of

(Continued on Page 25)



Two of the large flat roof jobs done by Alta are shown on this page. At top the Federal Supply Center in South San Francisco which provides warehouse facilities for all branches of the government. Just above: Stonestown Shopping Center, showing the cluster of apartments around the edge.



## Founders to be honored at 12th NERSICA Convention in New York in March

**T**HE "Old Timers" of the roofing industry — the founders of the Northeastern Reroofing and Residing Contractors Association—will be honored at the feature luncheon of the 12th Annual NERSICA Exposition and Convention to be held March 22-24 at the Hotel Statler in New York City. Sixteen still active founders of that organization, which dates back to 1934, will receive plaques at the luncheon, from NERSICA, which was built on Northeastern's foundations in 1943. In addition, all of NERSICA's past presidents will be similarly honored.

According to C. N. Nichols, Managing Director of NERSICA, the popular round table type of discussion will be utilized to the fullest extent at the convention. This controlled form of open debate and discussion will be used to cover such topics and problems as: Cold Process Application; Hot Application; Better Office Management; Cost vs Profits; The Value of Building Specialties to the Roofing Contractor; and others.

In addition, he stated, it is planned at the present time to feature a Bureau of Standards slide exhibit and discussion on weather effects on Built-up and Slope Roofing and Re-roofing. This exhibit, if utilized, will show effects of different weather conditions in the various sections of the country and how each presents its own particular problems.

Mr. Nichols further revealed that all of the original 147 exhibit booths had been contracted for, and that the association has had to set up an additional 20 spaces to fulfill further requests for space. The 1953 Exhibit has set a previous record for booth exhibits with 116 in operation.

The Better Office Management panel will discuss the findings of an independent survey made in the roofing

contracting field on the operation of offices—The survey covered all levels of operation—small, medium, and big firms—and their findings will provide material for serious consideration.

"Although the formal Built-up Roofing Forum will not be held," Mr. Nichols states, "since we feel we accomplished our purposes in the 1953 convention, panel sessions will be devoted to any problems or questions on that topic." The panel-type discussion is conducted by a panel of experts who present and develop a topic. The subject is then thrown open to general discussion in the form of question and answer periods.

The luncheon honoring the North-

## Ferguson To Keynote 67th Annual NRCA Convention In New Orleans

Gates Ferguson of the Celotex Co. will keynote the 67th Annual Convention of the National Roofing Contractors Association, to be held March 8, 9 and 10 in New Orleans, La. Mr. Ferguson's opening address will be devoted toward the theme of this year's convention—"The Need for the Application of Better Business Methods With the Result in Better Profits."

The Association has announced that the gathering, which will be centered in the Jung Hotel, will cover many phases of the business during the three days of the meeting. Leading industry suppliers will exhibit their complete line of products to re-acquaint and stimulate the contractor to the selling of more of the products of the field.

NRCA, the oldest association in the Construction Industry, has devoted this convention in its entirety to an effort to improve the roofing contracting business in every way. Full details of



"Old Timers" of NERSICA will be honored at the feature luncheon at this year's Convention. Arthur C. Babson, shown giving his talk in the photo above, spoke on "What Is Ahead for Business and For You" at last year's feature luncheon.

eastern founders, will be the only such affair of the convention. The annual business session of the association will be conducted after the luncheon, which will be held on the second day of the three-day session, Tuesday, March 23.

the March show will be available very shortly.



Julian Loeb, chairman of the 1954 NRCA convention, as he appeared last year when he invited roofers to come to New Orleans in 1954.



# NEWS of the Month

## Cartier & Sons Co. Becomes New Aeroil Distributor

M. N. Cartier & Sons Company of Providence, Rhode Island, recently became exclusive distributor of Kettles and Roofing Accessories for Aeroil Products Company, Inc. of South Hackensack, New Jersey, for the state of Rhode Island.

In his announcement of Cartier's appointment, Joseph Halperin, General Manager of Aeroil, mentioned the history and splendid reputation of the Cartier firm. The original founder was M. N. Cartier who started in 1889 as a roofing applicator and wholesaler of flat roofing materials at a location on lower South Street.

The firm, now headed by George E. Cartier, President, moved to its own building



coated and asphalt-impregnated types, and in varying thickness. These Barrett products will be marketed through the company's building materials organization at Chicago, serving the Mid-West.

## Plan Multi-Million Dollar Asphalt Plant Near Cincinnati

American Bitumuls & Asphalt Company of San Francisco, asphalt manufacturing and marketing firm, has announced plans for construction of a \$4,000,000 asphalt refinery near Cincinnati. The company said the plant will be built on a newly-acquired industrial tract on the Ohio River at Miami Ford, 12 miles west of Cincinnati. The site covers 100 acres.

The area to be served will include Ohio, Indiana, Kentucky and Michigan. The plant will supply and supplement the company's existing manufacturing facilities at Columbus, Ohio, and Howell, Mich., where Bitumuls emulsified asphalt plants are maintained, and at Louisville, Ky., for various grades of paving asphalts, emulsified asphalts and cut-back asphalts.

## Quarter Century Employees Honored By Ruberoid

Employees in all plants and offices of The Ruberoid Co. throughout the country, recently observed the company's 68th Anniversary by paying special tribute to a group known as the "Twenty-Fivers," composed of 370 employees having continuous service records of 25 years or more.

At the company's main offices in New York the occasion was marked by a luncheon given by Herbert Abraham, president, for twelve members of the "Twenty-Fiver" group who are located here. Especially honored on this occasion was George F. Bahrs, Secretary-Treasurer of The Ruberoid Co. who became a "Twenty-Fiver" this year. Similar gatherings, arranged by division managers and superintendents to commemorate the Company's 67th Anniversary, were held at other Ruberoid plants and offices.

## Woodward Ruberoid Pres.; Abraham Becomes Chairman

The Board of Directors of The Ruberoid Co., manufacturers of asphalt roofing and asbestos-cement building materials, has announced the election of Stanley Woodward to the presidency of the Company on January 1, 1954. At the same meeting, Herbert Abraham was elected to the newly created post of Chairman of the Board.

Stanley Woodward, now executive vice-president, has been with The Ruberoid Co. for 25 years. He was vice-president in charge of the Southern Division, at Baltimore, up to 1950. Prior to his association with Ruberoid, Mr. Woodward was vice-president of the Continental Roofing and Manufacturing Co. of Baltimore, Md., and Mobile, Ala., which he helped to organize in 1922 and which was acquired by Ruberoid in 1928.

Mr. Woodward has been connected with the building material industry all of his



STANLEY WOODWARD

working life, first with the Warren Chemical and Manufacturing Co. (New York), and later with The Barrett Company, Birmingham, Ala., and New York.

## Plan New Bird & Son Plant in South Carolina

Bird & Son, will build a \$2,250,000 roofing plant and granule plant at Charleston, South Carolina. The announcement was made by the company's president, Axel H. Anderson. Forty-eight acres of land have been purchased at Stark Industrial Park on the Ashley River. Construction will start in the fall and the plant is expected to be in operation by next summer.

It will employ 150 people and will serve the Southeast, particularly the Carolinas, Virginia, Tennessee, Georgia, Florida and part of West Virginia.

A modern roofing machine will be built  
(Continued on Page 31)



1st Row, Left to Right: Loyal Lohse, New England representative for Aeroil Products Co. Jack McConnell, George Cartier & Edmund Korhuc. 2nd Row, Left to Right: Richard Cartier, Ole Seal, Edward Flanagan, Bernard Keane, J. E. Dunbar.

at 275 Canal Street in Providence in 1923, where it occupies all 4 floors of the building. As distributor for many different kinds of roofing products and materials, the firm of M. N. Cartier is an "institution" around Rhode Island and is expected to play a major part in the New England territory for Aeroil.

## Barrett Adds Insulating Board To Building Materials Line

Barrett division, Allied Chemical & Dye Corporation, has purchased the business of Maizewood Insulation Co. of Dubuque, Iowa, a manufacturer of insulation board since 1929. In announcing the purchase, Barrett officials stated it was another step in their program of broadening its roofing, insulating and protective building products lines.

The plant will continue to manufacture roof-insulation board, asphalt-coated sheathing board, insulating lath and insulating wall board. Depending on requirements, the board will be made available in plain, asphalt-

## FREE literature!

Check the boxes opposite products or services about which you want information. Fill out the coupon. You will receive FREE the latest BOOKLETS, catalogues, information and details from the manufacturers. Do It NOW while you are going over the list, and send to American Roofer & Siding Contractor, 425 Fourth Avenue, New York 16, N. Y.

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- ☐ 19. Cold Process Roofing
- ☐ 21. Decks, Roof, Precast Gypsum Slab
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- ☐ 64. Flashing Fabric
- ☐ 27. Gutters, Eaves Trough, Leaders & Downspouts
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- ☐ 32. Insulation, Batt & Blown

- ☐ 34. Kettles and Pumps
- ☐ 36. Knives, Roofing
- ☐ 37. Ladders
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- ☐ 66. Roofing & Building Specialties Manual
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- ☐ 49. Scrapers, Roof, Hand & Mechanical
- ☐ 83. Slate Roofing Shingles
- ☐ 69. Sprayed Sidewall Resurfacers
- ☐ 59. Tools, Catalogs of
- ☐ 60. Underlayment for Roofing & Siding

Other Items .....

January, 1954 .....

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Address .....

**Legal Views for Roofers:**

# Some employee taxes not needed; 6 rules tell who pays and when

By FRANCIS GEORGE

At least half the business men who use outside salesmen are paying unnecessary payroll taxes and taking unnecessary deductions from the pay of these men. A group of recent court decisions have laid down a number of rules as to when social security payments, unemployment compensation deductions and similar exactions need be taken on salesmen.

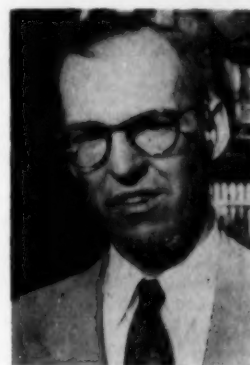
A salesman who works in a store, follows leads given by his boss, and makes himself useful around the place is always considered as an employee

even if he is working on a straight commission; social security payments have to be made on him just like on a truck driver or any salaried man.

But if he operates completely on his own, keeps his own hours, collects his own accounts, makes his own terms with a customer, and really just hired the company to do a job at one price and sells it at another, there is no question that he is on his own and the contractor is not responsible to the government for any deductions.

It is the in-between cases, where

most outside salesmen fall, that are hard to predict. An Ohio judge told a siding contractor who refused to take any deductions out of commissions earned by his salesmen that he need not pay any taxes on them although he gave them exclusive territories, supplied samples, and leads, regulated their method of accounting, and determined the commission on each job himself. This judge suggested a rule



FRANCIS GEORGE

(Mr. George, an attorney, writes often about legal matters affecting contractors).

of thumb for determining when a salesman is an employee and when he is independent. The judge's rule is:

If a salesman is not bound to sell anything for an employer, and when he does sell he can handle the sale in any manner he chooses, and is not supervised in any way nor ever under any duty to obey orders of the employer, he is independent and need not be carried on the payroll as an employee.

In the roofing and siding business there is no standard arrangement between salesman and contractor that is used throughout the industry; there are almost as many variants as there are contractors, therefore we cannot say here that salesmen with this type contract are inside and with that type are outside, but within the last few

(Continued on Page 26)

## Covering The World . . .



THE GREAT PYRAMIDS OF EGYPT ARE THE **LARGEST** STRUCTURES BUILT BY MAN! IF THE TOMB OF CHEOPS WERE RAZED, A WALL COULD BE BUILT OF ITS STONES ALL AROUND THE FRONTIERS OF FRANCE!

By Elmo

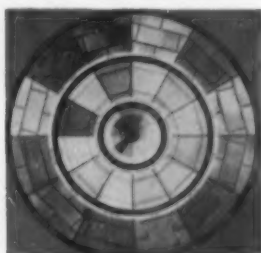


# WHAT'S NEW?

Equipment—Booklets—Practice—Materials

## Color Selection Wheel

With the increasing demand for colored asbestos-cement siding and asphalt shingles, it is becoming more important for dealers



and applicators to advise customers on proper color harmony. The Ruberoid Co. has perfected a color selection wheel which they call the "Colorator." In effect, it enables every dealer's customer to become a color harmony expert. Siding, roof and trim colors are keyed by number so that a wide range of combinations may be selected, and still assure proper balance. The company is now in process of distributing their new selector.

## All-purpose Roof Coating

An improved roof coating has been developed by the Illinois Bronze Powder Co. Although not a paint, this product, called Ruf-Top, can be applied by a brush. It appears as a thick, rubbery aluminum mastic, which, according to the manufacturer, will not crack, peel or wash off.

It is stated by the producer that one application of the product will permanently stop leaks, repel moisture and prevent dripping. The product's silver finish reflects up to 75% of heat and light rays, it is claimed, and will keep building coated with it up to 15% cooler in summer and up to 15% warmer in winter. The company also reveals that it will retain its waterproofing and insulating qualities for years.

## Ornamental Iron Finish

Tennessee Fabricating Company has developed a finish to be used in the place of ordinary paints and enamels for painting and decorating ornamental iron and other ferrous or non ferrous metals. The finish has a synthetic plastic base especially formulated for the purpose of protecting the iron products from rust, mildew and other elements of nature. The finish may be applied on either new or old surfaces. It prevents

rust from forming or spreading and eating into the metals and it may be used over any type paint, enamel or lacquer.

The finish dries hard in three hours and will permit multiple coats to be put on the surface in one day. In most cases a primer and one coat is all that is required for a lasting, durable finish. The product is packed in pint and quart cans.

## Sheathing Line

A new reflective sheathing line is being introduced by Silvercote Products, Inc. Called "Silvercote Reflective Sheathing Liner," it is distributed by Bird & Son and The Flintkote Company.

The silver-like outer surface makes this new sheathing paper mold and fungus resistant and more weather and water resistant. It meets F.H.A. requirements for breather, type paper, thereby cutting down condensation.

Recommended for use between old and new siding and for frame walls without sheathing, this new paper has longer life than ordinary sheathing paper. It is heavy-weight, and acts as a barrier against cold winds, and has the further advantage of being easy to apply, for it is simply unrolled and tacked in place. Time-consuming clean-up work after application is eliminated for there is no mess or smudging.

Silvercote Reflective Sheathing Liner comes in 36-inch wide rolls of 500 square feet each.

## Asbestos-Cement Shingles

Supradur Ramblers, a pre-shrunk asbestos-cement siding shingles with exclusive Horizontal Color Bands, are available in three pastel shades. The horizontal pattern of color creates an illusion of extra size. Because they are preshaded, these singles do not re-



quire undercoursing for shadow-line effects. The shingles are non-grained, uniformly thick, easy to cut, and absolutely non-warping. The company's line of siding and

roofing shingles is complete and includes a wide range of colors in addition to pure white.

## Hot-Stuff Cart

A new cart for carrying "Hot-Stuff" has recently been introduced by Smith's Hoist



and Manufacturing Company. It's the Hoist-Master Hot-Cart, and according to the manufacturer it is available with a 25 or 35 gallon capacity tank. This tank can be raised or lowered, making it possible to be filled direct from the lowest type kettle.

## Aluminum Roofing Manual

To help the farmer take advantage of the increasing supply of aluminum available for farm use, Aluminum Company of America has published the first comprehensive booklet on aluminum farm roofing.

On the pages of the "Alcoa Farm Roofing Manual" are contained all of the essential information that a farmer needs for evaluating aluminum roofing. He can accurately estimate the roofing needed for any farm building with the new, exclusive coverage chart which is featured in the manual. Ease of application is demonstrated by comprehensive text and illustrations, and the success of aluminum in covering over 3,000,000 farm buildings since 1945 is proved by statements from some of the building owners.

After checking this concise manual a farmer need only find out the unit price to accurately estimate the cost of aluminum roofing for any of his farm buildings. The booklet, in itself, provides the tool by which each farmer can carefully weigh the obvious advantages of Alcoa aluminum roofing.

The farm roofing manual discusses first why and where aluminum roofing should be used. Then after presenting some remarks



If further information is desired about articles appearing in the pages of this magazine send a card or a letter to the editorial department.

of farmers who have successfully used the product, the booklet illustrates with drawings how to measure the various types of farm roofs. These measurements can then be applied to the exclusive coverage chart included in the manual to accurately estimate the number of Alcoa sheets required.

The next section of the book demonstrates the easy methods of applying Alcoa roofing to the typical farm building. The manual is completed with some questions that may arise about aluminum roofing and their answers.

### "Super Saw" Blades

A new assortment of popular size blades for the RCS "Super Saw" will soon be displayed by wholesalers everywhere, according to an announcement by the RCS Tool Sales Corporation.

This new, handy "card" of blades affords a low cost way for "Super Saw" users to try every type—eliminates the necessity of buying a whole package just to try one new blade. Now contractors, journeymen and mechanics can fully appreciate the versatile range of their "Super Saws" at nominal expense.

Among the 18 blades included in the display package are types for cutting asphalt materials, metal, wall tile, formica, copper, lead, aluminum, shingles, siding, etc. Also included are specially designed blades for such kinds of cutting as contour, circular, roughing in, high speed and heavy duty.

### Versatile Levelling Instrument

A precision-made instrument that knows all the angles . . . the "Krollometer" . . . has been designed to save time and money



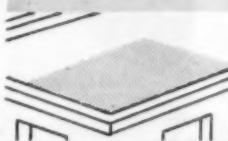
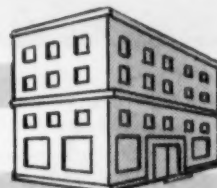
and to be a worthwhile addition to construction equipment.

The movable dial face shows all the angles in degrees on the one side while the reverse side translates the degrees to inches per foot drop, carpenter square measurements and percentages of grade. It aids in figuring roof framing, leveling floors and foundations. The degree meter is also of value for surveying rough ground, sloping banks, ditches and grading roads. Cutting of shims to exact size each time is made possible with the instrument.

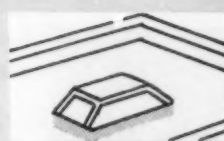


## IT'S SMART TO DO THE COMPLETE JOB WITH KARNAK

ROOFING AND WATERPROOFING FABRIC



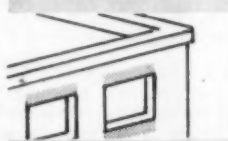
ROOF PATCHING



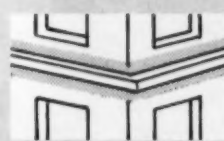
SKYLIGHT FLASHING



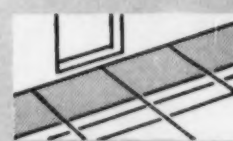
PARAPET FLASHING



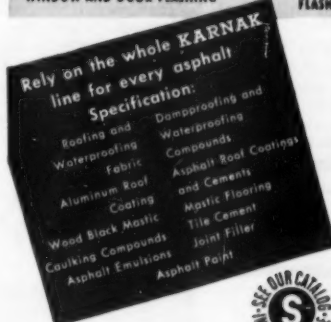
WINDOW AND DOOR FLASHING



CORNICE AND THROUGH-WALL FLASHING



FOUNDATION WATERPROOFING



This spandrel, full seal fabric is **THRIFTIER!**...

You can use it right down to the last inch!

**HANDILY PACKAGED!**  
**EASY TO HANDLE!**  
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**EASIER TO APPLY...**  
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**STURDIER!**...  
Strong cotton fibers, heavily impregnated with asphalt, kn't brittle, won't twist out of shape, lasts years longer!

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ASPHALT ENGINEERING CORPORATION

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Manufacturers of Asphalt Specialties for 25 Years

### Protected Metal Roof Deck

Plasteel Products Corporation has announced the nation's first protected metal roof deck for heavy industry. According to the company, the roof deck was developed as a practical answer to the need for a superior decking with a built-in vapor barrier—that would permanently resist corrosive influences and high humidity conditions.

This new deck is manufactured by a special process that combines the structural strength of steel with three highly protective coatings—a bond coat; a weather-sealed asphaltic plastic coating; and a pure mineral mica topping.

The manufacturer pointed out that the roof deck has a sound absorbent surface that reduces dangerous reverberant noise prevalent in ordinary metal roof deck. Field

painting is also eliminated by the factory coating of asphaltic-plastic with attractive mica surface. Complete engineering data including specifications and detailed installation sketches have been combined in a four page brochure which is available on request.

### Silicone-Roof Coating

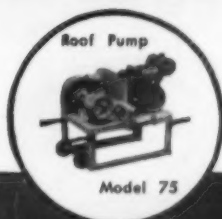
Production of what is claimed to be the world's first silicone content roof coating is announced by The Monroe Company, Inc.

Known as Siliconed Rufferseal, the new material is said to combine silicones with long-fibre Canadian asbestos, imported asphalt, and non-evaporating waterproofing oils to produce a roof coating of unusual durability. In content, it is very similar to Standard Rufferseal sold by Monroe for over 30 years. However, the new product is

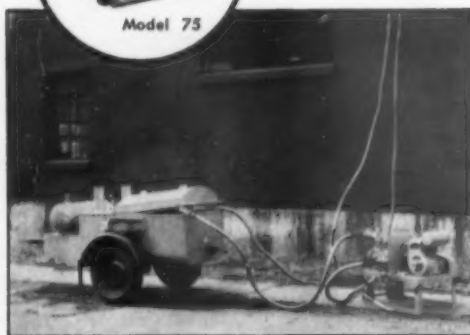
## Here's the Amazing New LITTLEFORD "KWIK-MELTER"

# MODEL 66-B

### ROOFERS KETTLE



Model 75



Littleford 66-B "Kwik-Melter" Kettle has all the features to make heating Asphalt, Tar or Pitch easy, simple and at low cost. Such Features as— Easy to remove flues— Lower Loading height— Level Load Axle— Variable Ratio

Springing — Flashproof cover — Shielded Vent Holes — Fast Draw-off — Rain Hood and Safety Springs on Cover to prevent rupturing flues.

For the best in Roofing Kettles make your next purchase a "Kwik-Melter" the sensational new money saver. Sizes range from 90 to 200 gal. Gas Burners can be furnished if desired.

**Model 75 Roof Pump**—Now "Hot Stuff" can be put right up on the roof. This Acid Free Roof Pump will pump from the kettle to the roof in a jiffy, saves money on every job. Will fit with your "Kwik-Melter" or any other make kettle.



## LITTLEFORD

LITTLEFORD BROS., INC.

430 E. Pearl St., Cincinnati 2, Ohio

### CONTRACTORS EVERYWHERE BENEFIT

AMERICAN ROOFER &  
Siding Contractor

425 Fourth Avenue, New York 16, N. Y.  
Please enter my subscription to AMERICAN  
ROOFER & Siding Contractor, at \$3.00 for  
one year. Bill me for this amount:

☐ Enclosed is a check or ☐ money order.

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ROOFER & SIDING CONTRAC-  
TOR! You can, too, for the small  
subscription price of \$3.00 per  
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all the news of the trade, new  
methods of application, new  
ideas of selling, and other sub-  
jects the roofing contractor  
should be familiar with. Use the  
coupon today!

reputed to saturate and preserve roofing felts and remain elastic and waterproof longer. Other improved features are said to be greater resistance to oxidation caused by hot sun rays and industrial fumes, and freedom from checking, cracking and sagging.

The material is easily applied, without heating, and can be brushed or sprayed on surfaces of any size. According to the manufacturer, it is suitable for small roof repair jobs or for coating extensive roof areas.

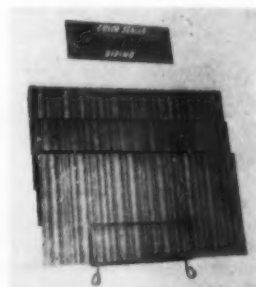
Siliconed Rufferseal is available in 5-gallon cans, 30-gallon half drums, and 55-gallon drums.

\* \* \*

### Siding Display Rack

A complete salesman campaign has been launched for the new Color-Sealed Carey-stone Siding now being manufactured by The Philip Carey Mfg. Company.

The wire display rack pictured was developed to exhibit the new asbestos siding



which is manufactured in white and four pastel colors of Green, Brown, Coral and Gray.

In addition to the wire display rack a unique applicator sales help has been produced. This consists of a roll of paper two courses wide in the actual size and color of this siding to be tacked or taped to walls. In this manner a customer can see how the siding will appear when applied to his home.

Also included in the salesman campaign are an envelope enclosure, window streamer and ad mats. Carey is also promoting their new product with a personal sample folder. The folder shows all colors of the siding and still makes a neat, small package.

\* \* \*

### Reinforced Wallboards

Certain-teed Products Corporation has announced introduction of Fiberglas reinforcing strands to strengthen the core of its standard "Bestwall" gypsum wallboard products.

Fiberglas strands, replacing cellulose fibers, give the new wallboard greater resistance to cracking and shattering and better nailability, according to the firm.

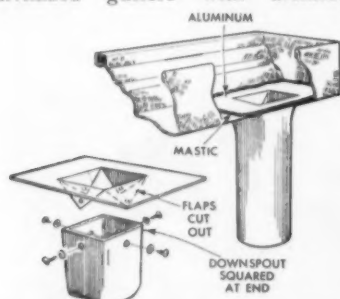
While the new reinforced wall boards have improved resistance to accidental shattering, they are easily scored and snapped or sawed and break cleanly in trimming and fitting, it was pointed out. Faster, neater applications are thus facilitated. The new line is available in standard 1/4, 3/8, and 1/2-inch thicknesses and is priced no higher than previous products.

(Continued on Page 33)

## Kinks and Short Cuts

### Installing Aluminum Downspouts on Galvanized Eaves Trough

One homeowner, who decided to replace the rusted downspouts of his galvanized gutters with aluminum



downspouts, discovered that contact with the galvanized eaves trough set up an electrolytic action which caused deterioration of the aluminum. To avoid this, he installed each of the downspouts as shown in the detail. Using a square, tapered wooden block, he squared the end of the downspout, and then made a hanger from heavy sheet aluminum. The hanger, which fitted into the bottom of the eaves trough, was cut so that four tabs were formed, and the downspout was screwed to these. A heavy coating of roofing cement was applied between the hanger and eaves trough to prevent contact. — J. Howard Cooper, Philadelphia, Pa.

(Popular Mechanics)

\* \* \*

### Stopping Aluminum Corrosion

Aluminum sheet will corrode if improper construction methods allow it to contact steel, iron, copper and mortar where moisture may collect.

This corrosion is caused by electrogalvanic action, which occurs when two dissimilar metals are immersed in a solution that is an electrical conductor. Trapped water is almost sure to have some salt in it from dust in the atmosphere, and when aluminum and some other metal have this kind of moisture between them an electrolytic cell is formed.

In the case of aluminum and steel, for instance, the aluminum is the anode. The flow of current dissolves

## DOUBLE Your Output with SPEED-MASTER

THE KETTLE WITH  
FLASH-PROOF FLUES



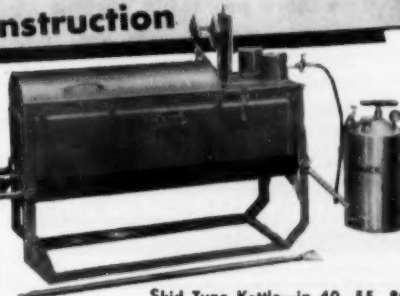
Trailer Kettle on Pneumatic Tires  
Solid Rubber or Steel Wheels—  
in 55, 80, 115 and 165 gals.

**Easiest to Clean • Cheapest to Operate  
Best Construction**

The Hauck Speed-Master kettle delivers twice the output of conventional kettles, and cuts fuel, labor, melting, and cleaning time in half.

### Check These Outstanding Speed-Master Features

- ✓ Internal Tube Heating for faster melting and easier cleaning.
- ✓ Improved Well Type Kerosene Burner for horizontal firing and close flame control.
- ✓ Available also with L.P. gas burner.
- ✓ Flash-Proof Flues—double walled to prevent "run-away" temperature and reduce flashing.
- ✓ All Insulated Kettle for comfortable operation.



Skid Type Kettle—in 40, 55, 80,  
115 and 165 gals. capacity.

- ✓ Quick-Delivery Cock for faster draw-off.
- ✓ Other Hauck Features: Arched kettle cover, watertight apron and flue covers. Trailer kettles have full length steel chassis, fully equipped built-in fuel tank and semi-elliptical springs, etc.

Write for Bulletin 1058B

**HAUCK MANUFACTURING CO.**

103-113 TENTH STREET • BROOKLYN 15, N. Y.

metal from the anode, and holes or pits develop which eventually destroy the aluminum.

Recent tests in the Flintkote Company's research laboratory emphasize the fact that electrogalvanic action can be prevented by painting the steel or other metal with an asphalt coating to provide a non-corrosive contact between the two metals.

The company pointed out also that aluminum flashing imbedded in concrete, aluminum tubing through concrete walls and floors and other aluminum structural elements in con-

tact with masonry should be protected from the alkali with asphalt coating.

—Courtesy The Flintkote Co.

\* \* \*

### Wall Water Stains From Roofs

It is possible for water stains on living room walls to come from a leaky roof. Water is very tricky. It can enter through a leak in the roof and work its way unseen down through the walls, finally appearing so far from the point of entry that the real cause is not suspected. In such cases, it would be wise to have the roof examined

(Continued on Page 31)



PAT. NO. 2259400



## ROOFERS' MOP

- More economical
- Longer life
- Permanent handle
- More profitable roofing

Tarzan mops cost you far less than "rolling your own." Heads can be replaced on permanent handles, saving time and labor cost.

Write TODAY for prices and samples.

**AMERICAN ASSOCIATED COs.**  
ATLANTA P. O. BOX 4056 GEORGIA

## ATTENTION: DISTRIBUTORS of INSULATED SIDING

### Our new PROCESS METAL CORNER

is a product siding applicators have been looking for. Will not peel, crack or chip. Perfect color matches for all brands of insulated siding.

Contact:

**D & D Metal  
Specialties Corp.  
BOX 1152,  
JOLIET, ILLINOIS**

## Uniforms heighten prestige

(Continued from Page 9)

having the roof fixed and calls the firm that's doing it) and one that suggests that the firm is a well-established one.

"We gave up trying to take care of our own uniforms during World War II and have never gone back to it," Bob says, "because we found it costs us less, gives us less trouble than owning." He added that the problem of seasonal changes was the industrial

white marble chips in greatly increased quantities as a result of the trend.

### Great Diversification

While Rose Brothers is a roofing firm "first, last and always" it has many "specialties." The firm manufactures and designs sheet metal equipment of various sorts and has been



Here R. W. Rose, Jr. and his office staff watch the television set in his office. At the time this picture was taken, C. Ridge-way Taylor, one of Rose Brothers estimators was being interviewed on WTTG-

DuMont Television in Washington, D. C. about the roofing business. Good public relations for the field in general. The show Taylor appeared on was "Round the Town."

launderer's and not the businessman's as a result of the rental service.

In addition to dressing employees properly, Bob Rose said that other aspects of the home market should be examined, certain trends analyzed by each roofer in his own locality and translated into profit.

"Here in the metropolitan Washington area which consists of the District of Columbia, nearby Virginia and Maryland we notice that there is a marked trend toward more and more colored roofs. This trend, which began in the Southeast and in the Southwest, affords many men a new opportunity in the home market," Bob said.

He reported that his firm is using

notably successful in preparing an all-metal flight control board for the Civil Aeronautics Board, hose reels for the U. S. Navy and assorted metal mock-ups for governmental agencies.

### Team Spirit

One of the reasons for the success of Rose Brothers through the years is the pronounced "team" or "family" feeling that exists throughout the organization. Of seven men—four foremen and three superintendents—only one has been with the organization less than thirty years. In the office the one with the least seniority has been with the firm fourteen years.

"We try to treat them well here, and



they seem to think we do," Bob Rose says.

### Firm Is A Leader

The firm has many things of which to be proud—an outstanding safety record which makes them eligible for the lowest roofer insurance premium, a well-balanced organization, twenty percent of its activity is directed toward the home, sixty percent to so-called "hot stuff," the remainder to flat-roof and industrial installations; an outstandingly alert research department—Rose Brothers is "quite active" in plastics, makes most of the plastics and roof coverings used under its own roof; has no personnel problem—Bob Rose attributes this in large measure to the fact that there are no "door-bell-ringers," all employees are salaried—and many other things, including the smart "dressed to sell" appearance of its employees.

"We consider ourselves an experienced, highly skilled organization with a vast background in industrial, governmental and domestic roofing," Bob says, "but that doesn't mean that we, any more than any other roofer can maintain a successful operation unless we keep in step with the changing market and continue to advertise and promote business."

"1954 promises to be a good year for our industry," Bob continued, "the labor market will be improved, making it possible for us to select good, high-calibre employees and I feel that there will be an expansion in many fields, particularly the home market."

If you're in the mood to make a business resolution or two, one that will be easy to keep is to resolve to *Raise the Roof about Work Clothing*. Get your employees "dressed to sell" by getting them in uniform as Bob Rose has!

### Copper Flashing

(Continued from Page 11)

the 4" flat copper receiver or the combination receiver and thru-wall flashing.

Other advantages claimed for the new product include solid copper protection with its resistance to corrosion, economy and ease of installation with no mopping or special preparation needed, and no thickening of mortar joints because the receiver lock is on face of the wall.



**Lots more dollars for you** →

when you  
re-side the  
**RIGHT** way with

**Silvercote**  
simplex REFLECTIVE INSULATION

**Meets F.H.A. requirements  
for BREATHER type paper**

Siding jobs stay better-looking longer, when you use SILVERCOTE Simplex Reflective Insulation as a sheathing paper between old and new siding. It allows moisture to escape, cuts down harmful condensation.

### Puts PLUS benefits in your selling story

You keep ahead of competition when you re-side the *right* way—with SILVERCOTE Simplex. It repels water, stops wind penetration, lasts a lifetime—yet costs just a bit more than ordinary sheathing paper. Goes on without smudging; saves costly cleanup.

For a *plus* profit, suggest the application of SILVERCOTE Simplex to attic floor joists. Keeps homes up to 15 degrees cooler in summer, if properly applied, even if attic is already insulated. Write Silvercote Products, Inc., 161 E. Erie St., Chicago 11, Ill. for your free sample and book.

Full efficiency of SILVERCOTE is achieved only when reflective surface faces  $\frac{3}{4}$ " air space. However, in most siding applications, a  $\frac{1}{8}$ " air film exists, permitting SILVERCOTE surface to reflect radiant heat.



**Silvercote**  
REFLECTIVE INSULATION

Distributed by

**BIRD & SONS**

**THE FLINTKOTE COMPANY**



→ **CONDENSATION** ←

**GETS THE AIR  
WHEN YOU INSTALL  
MIDGET LOUVERS**

For efficient ventilation of sidewalls, just drill a hole and press a Midget Louver into place. It's as efficient as it is easy! All-aluminum with built-in insect screen. 2 styles—for indoors or out. 5 sizes—1" to 4" diameter. Write for full information.

**The MIDGET LOUVER Co.**  
6-8 WALL STREET • NORWALK, CONN.

## Sales Secrets

(Continued from Page 10)

himself at all. Maybe he's saying it for his wife. He might well see that a new roof will be a good investment for him. But if the little woman wants to use that money for a new fur coat that can put him in no position to buy.

### Under A Handicap

"You see, a roofing salesman apparently does work under a handicap. What we sell just doesn't seem to give the buyers much of a chance to strut . . . to show it off to the neighbors . . . to keep up with or go ahead of the Jones. Many a man's wife doesn't want money to go our way until the rain water starts hitting her in the chin. Yet we can convince Mrs. Prospect that she is not in style with her neighbors when she doesn't have a smart, colorful pastel-shaded new roof. That's selling them two fine fashionable things: color and styling, and every woman appreciates them.

### Costly Repairs

And you can show how a roof will eliminate any chance of costly repairs due to leaks. Explain to her that going our way she'll know where she stands on expenses. No vacation trip cancelled because of sudden repair bills. No fur coat purchase put off because of uncertainty. Tell her too about all the inconvenience of re-plastering, wall papering. Let her think about how her house will be torn up while all that goes on. In other words, make sure that she's looking at the advantages you offer—and looking at them with her own eyes, not those of her husband's."

"Yes, Mike, I can see that the lady of the house is no mouse as far as helping with the sale is concerned," I nodded.

### Wife's Approval

"Right. But don't forget that some husbands are not going to be very proud of the fact that they have to get their wife's approval before going ahead. If you can get her to say, 'Well, it's up to my husband,' then the hus-

band knows that she's sold and you can act like the whole sale is wrapped up. Don't forget to sell the wife, son, but don't do it in such a way that you show the husband that you realize that the pants in the family aren't worn by him. If you do, he'll get his back up and feel that he'll have to break up the sale—even if he has to pretend he has a backache."

"You mean that mind reading is a good thing for a salesman to do?"

### Watch Reaction

"I mean that keeping your eyes open to the way your prospects react to what you say is bound to pay off. I mean that a roofing salesman—in the really short time each day he has to sell—should be right on his toes, doing his best to show his prospects that there is every good reason to buy. You do that and many good solid orders will come. Right?"

"Yes, my friend, right. And I suppose you'd rather be right than President."

Mike smiled at me. "I'll settle for sales manager any old time. I can be that and right too."

## The DOUBLE Life of HYDE ROOFING KNIVES

Hyde's No. 10 Roofing Knife leads a *double* life—yes, gives you *double* wear because of its two-point blade. Made from Hydex steel, expertly heat treated, ground and honed, it provides extra toughness and sharpness. Easy blade release enables you to change blades in just 10 seconds! Handle and blade holder will last indefinitely. Specify HYDE Roofing Knives—for lasting satisfaction.

**HYDE** MANUFACTURING CO.  
SOUTHBRIDGE, MASS., U. S. A.



# 26 colors



## CAULKING COMPOUNDS

match every building material!

Whether it's brick, stucco, asbestos-cement siding, shingles, metal or wood . . . one of the 26 permanent colors of CALBAR Caulking Compound will match or harmonize perfectly! Non-hardening, non-staining CALBAR is easier and faster to use . . . complies with Federal and ACPA specifications.

write for details and prices

**CALBAR PAINT & VARNISH CO.**

Manufacturers of Technical Products  
2612-26 N. Martha St. • Phila. 25, Pa.



## Stick To Specs

(Continued from Page 13)

warehouses in Utah during World War II.

On jobs where time is the big factor perfect coordination and teamwork on the part of every working unit is of prime importance. One such instance was the giant federal supply center put up here in the spring of 1952. Designed to accommodate the government's warehouse facilities for all branches operating under the Unified Supply System, the massive group of buildings was to provide some 574,000 sq. ft. of protected area.

### Custom Built Roof

The architects worked closely with Alta roofing engineers and the manufacturer in developing a custom built-up roof specification for the job. The roof structure was composed of 73-foot Arch-Teco bow string trusses set on wood columns on raised concrete bases. Three trusses were used in a line with built-up sections between them in order to maintain a continuous roof surface over the large compartment areas.

With initial occupancy of 240,000 sq. ft. to be provided in four months and the whole project to be completed in six, Alta made full use of automatic roof laying machines and other mechanized units to speed up application over the vast area . . . with the result that they finished ahead of the deadline. Their outstanding performance from the standpoint of speed and maximum quality made them a natural for the big Virginia project which was under the same firm of architects and contractors.

### City Within A City

Alta was the roofer for Stonestown, San Francisco's \$30-million "city within a city" shopping center serving a community of 400,000. This included a three-level department store, theatre, restaurant, an office building, medical building, two banks, a large unit for speciality shops, two super-markets, a filling station and several apartment houses on the edge of the project. Due to the varied size of the numerous individual buildings in the center, tailored-to-the-job built-up roofs were the

**2 big reasons**  
why *Laykold* **FIBRECOAT**  
protects over 10 million sq. ft. of roofs  
on key military installations

## 1 FAST application

Actual large-job competitive tests have proved that Fibrecoat—applied cold with either spray or brush—gives 50% faster application, and is ideally suited to continuous spray application. On one recent military job, Laykold Fibrecoat was applied through 1,000 feet of hose.

## 2 BULK delivery

The easy handling of Laykold Fibrecoat allows you to take bulk deliveries at minimum costs. You use Fibrecoat as you receive it, without heating, so whether you order by truckload or tankcar, drum costs are eliminated, labor costs are reduced.

LAYKOLD FIBRECOAT is a long-lasting, mica-armored asphalt emulsion that forms a tough, weather-protective coating for roofs, walls, structural members and tanks. It bonds readily to either damp or dry surfaces and is available in any of three durable colors: red, green or black. Meets Military Specification MIL-R-3472.

**AMERICAN  
Bitumuls & Asphalt  
COMPANY**

200 BUSH STREET, SAN FRANCISCO 4, CALIF.  
E. Providence 14, R.I. Perth Amboy, N.J. Baltimore 3, Md.  
Mobile, Ala. Columbus 15, Ohio Tucson, Ariz.  
Seattle, Wash. Baton Rouge 2, La. St. Louis 17, Mo.  
Inglewood, Calif. Oakland 1, Calif. Portland 7, Ore.  
Washington 5, D.C. San Juan 23, P.R.

Also manufacturers of Laykold flooring products; Walk-top for walks and drives;  
Colfix Jet Seal for Airports; Laykold and Grasstex Tennis Courts.



### CLIFFORD SWINGING DERRICKS

*Get the load onto the roof deck  
instead of just up to it!*

The Clifford Derrick patented, out-swinging arm not only clears obstructions between the deck and the ground but it also swings the load in easily on ball bearings.

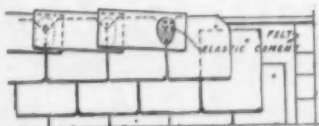
Your loads are spotted well in on the roof deck with the labor- and money-saving CLIFFORD DERRICK.

Write for details and the name of nearest distributor.

**BEACON SALES COMPANY**  
50 WEBSTER AVENUE  
SOMERVILLE 43, MASS.



## IT'S NEVER TOO LATE TO SLATE



### REROOF WITH SLATE RIGHT OVER YOUR OLD ROOF

Slate is fireproof and its harmonious color and texture blends with all other building materials.

Though its density and hardness give the impression that slate is heavy, a slate roof requires no heavier roof construction or support than an ordinary roof.

*Before You Place Your Vermont Slate Order, Check Prices With Us:*

Also — White Marble Roofing Granules

**Folder, FREE, On Request**

**EVERGREEN SLATE COMPANY, INC.**  
GRANVILLE, N. Y.

Since 1916, quarriers of Vermont  
Roofing Slate in all colors.

## The Handy Hoist



**turns your  
LADDERS  
into  
HOISTS  
easily,  
safely,  
efficiently.**

**Designed  
for  
ONE-MAN  
operation**

**Designed  
for easy  
storage  
in truck  
or car.**

For Details Write:

**Frank P. Frey & Co.**

2634 W. Madison Street  
Chicago 12, Illinois

only answer to the architectural requirements.

The Alta Roofing Company moved into their attractive, two-story office building and warehouse at 1400 Egbert Street in August 1952 when the ground lease expired on the site occupied for 22-years. The office building occupies 1250 sq. ft. and houses the superintendent's office and men's lounge on the first floor while above is the main office, two private offices and a fully equipped kitchen for employee use.

### Material On Site

The cement block warehouse is immediately adjacent with 8750 sq. ft. of space. While Mr. Sankowich finds that it is more efficient and economical to have most of the material sent directly to the job site, all materials kept at the warehouse is stored on truck-bed loading platforms with the space underneath used for small rolling equipment, buckets and the like.

The San Francisco office now has the roofing contract, in a joint venture, to do the Ford plant at Milpitas, California, estimated at 1,600,000 sq. ft. plus all the waterproofing. Their Los Angeles plant is handling the new Schlitz Brewery project which will be one of the largest in the West when finished.

Mr. Sankowich concluded his remarks on this optimistic note: "With the volume of work ahead of us in California and Oregon and the large number of jobs coming in for bids, the future continues to look very bright."

## Legal Views

(Continued from Page 17)

years a lot of employers have been in lawsuits about this question of deductions and the results can be summarized about like this:

1. It doesn't make any difference whether a man is part time or whole time — a school boy who sells Saturday afternoons in a show room is an employee; an outside salesman who puts in sixty hours every week might not be.

2. If he is bonded he is an employee and taxes must be paid.

3. If he handles more than one line, that is some product that his boss doesn't handle he is not an

## ROOFING YARN

ALL TYPES—Several Grades



**Cut Lengths**

(As illustrated)

**Roofing MOPS**

(Complete with handles)

**TOP QUALITY**

**Reasonable  
Prices**

**Immediate  
Shipment**

WRITE TO

**JOHNSON PRODUCTS Co.**

MEMPHIS, TENN.

Manufacturers of Nationally  
Known JOHNSON Brooms & Mops

## TRINIDAD Natural Lake ASPHALT

in wood barrels and metal  
drums for mastic and roofing.

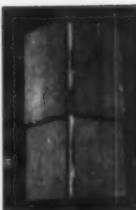
**Barber Oil Corporation**

30 Rockefeller Plaza  
New York 20, N. Y.

## USE KOKOMO KORERS

### For Wood Shake Siding

Our metal corners for wood shingle shakes will save application time and money. This corner is made of rust-proof zinc for durability, makes a nice appearance and is weather-tight. These corners can be used on single or double course construction.



Write For Descriptive Literature

**BUGHER MANUFACTURING CO.**

211 South Main Street, Kokomo, Ind.



employee and no tax need be paid.

4. It doesn't make any difference whether he has exclusive territory or not, nor whether he works house to house, out of his car or from a central office, whether he gets leads, instructions, literature, samples, fills out a blank for the job or just walks on.

5. If he has definite hours or must account for his time he is an employee and the tax has to be paid.

6. He can be under contract, and a very tight contract, and still be independent. The key question is, is he independent? If he is, he is not an employee; if he is not, he is. An independent can be tied down so he doesn't feel very independent as many licensees and dealers in nationally known products know, but there is a difference between signing a contract agreeing to handle a man's product even on stiff terms, and in working for him. Whenever that difference is preserved no deductions for taxes should be taken from a salesman's pay, and no unemployment taxes should be paid on him.

Sometimes a slight change in the way a sales force is organized can save quite a chunk of money and a lot of bookkeeping. A \$10 or \$20 talk with a lawyer or accountant may bring the overhead down a thousand or more and in these days that can help.

*McClain v Church* 29 ALR 2d — 746

## Randall

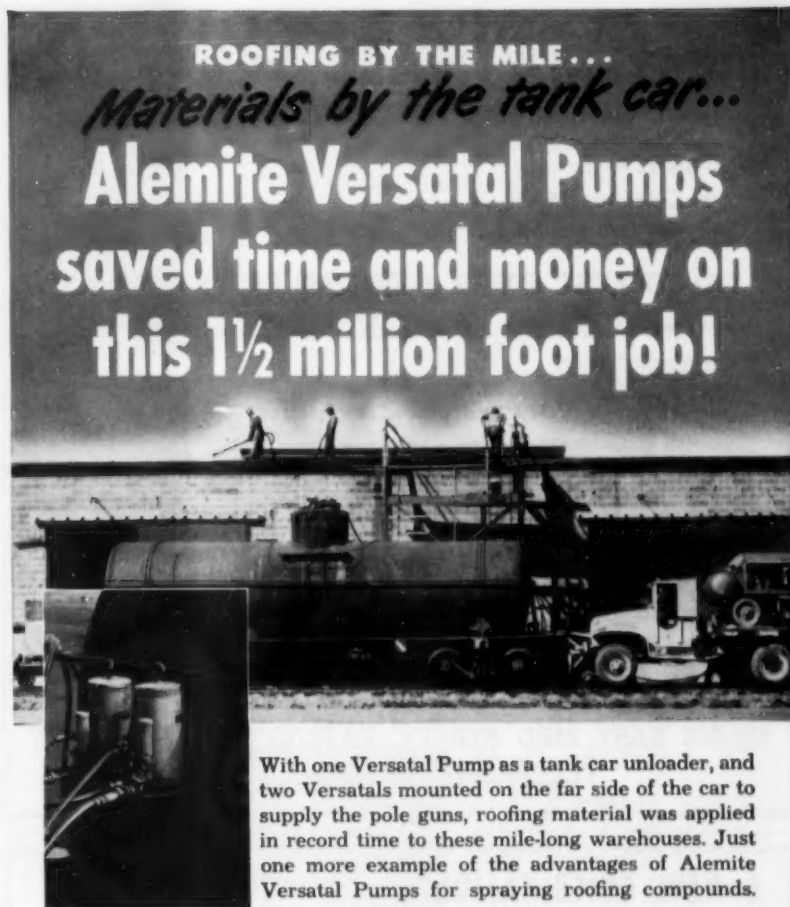
(Continued from Page 7)

years. The fast building pace of the past three years has added payments on his home and he has established an installment program for radio, television sets and all kinds of appliances. He is one of those who has run the consumer debt to the record \$28.2 billion figure.

## Hopes High For 1954

All of the above is not said to disparage your desires and hopes for a substantial business year in 1954. I mention it because I want you to get *MORE* than your share of the consumer dollar. NERSICA, the organization I have the honor to lead, has constantly urged better selling through

**ROOFING BY THE MILE...**  
*Materials by the tank car...*  
**Alemite Versatal Pumps**  
**saved time and money on**  
**this 1½ million foot job!**



With one Versatal Pump as a tank car unloader, and two Versatals mounted on the far side of the car to supply the pole guns, roofing material was applied in record time to these mile-long warehouses. Just one more example of the advantages of Alemite Versatal Pumps for spraying roofing compounds.

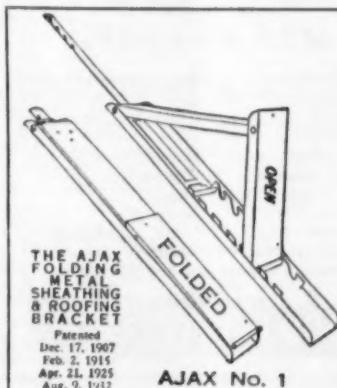
**cut labor costs 72¢ per square!**

- 1. Lower cost through easier application.** Use of light five-foot spray head and hose eliminates carrying materials — saves time — saves money!
- 2. Bring far safer working conditions.** No more hoisting buckets or drums —

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good sales training programs and harder effort. I sincerely believe 1954 can be a banner year.

The new FHA Title I regulations certainly are going to raise the selling ethics in the maintenance, repair and home improvement business. The 3/R contractor — Responsible, Reputable and Reliable—will have less competition from the unscrupulous "fly by nighters." His sales training can be more effective since he may approach the new home owner on a factual basis of quality material and superior workmanship.

The average contractor will not go into the spring season with a very great back-log of orders. Every skill and legitimate wile at his command will be necessary to compete with those other industries and businesses which are trying for the same dollar.

My only suggestion is: "TRAIN and SELL."

## Simon

(Continued from Page 7)

work at a fair price, fair not only to the purchaser, but to the seller as well. The later item is perhaps the most difficult to follow by most firms in the flat end of the roofing business.

A survey indicates, a national hysteria has enveloped many firms, so that all caution and good business practices have been thrown to the winds. This is not only important to roofers everywhere, but to business people generally.

Most industrial firms are looking forward to a big 1954. They are paring unnecessary expenditures, improving their products, and their services, but are determined to make money on their efforts.

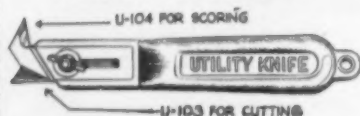
## Industry Comes Of Age

Roofers are business people too, many of whom do not realize that the industry has come of age and that it is high time that some of the boys realized that they are men, and that they contribute nothing to the industry, to their community or their own posterity, if they destroy confidence, and wind up broke.

The National Association has followed this idea with a series of articles. These articles were not written just to consume space, but as a definite service to the industry in the hope that a word to the wise is sufficient.

## A NEW COMBINATION

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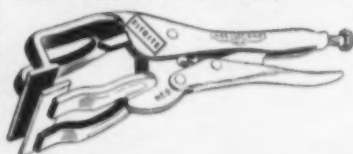
For the cleanest, fastest score-cutting on your insulated siding jobs, use the Modern Utility Knife with these two new blades:

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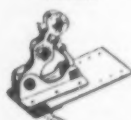


Throat  $3\frac{1}{2}$ " deep Jaws  $3\frac{1}{2}$ " x  $\frac{3}{4}$ "  
 A necessary tool for every sheet metal man.  
 Use it for on-the-job bending, forming, straightening and seaming.

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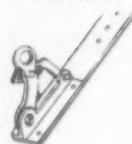
## ADJUSTABLE PIPE SNOW GUARDS

"Fitrite"



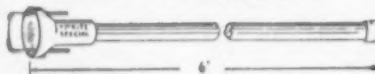
3 Pipes  $\frac{3}{4}$ " I.P.S. Bronze and Galvanized for all types of steep roofs—slate, tile, flat or corrugated metal and composition.

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## Color Selling

(Continued from Page 12)

step by step and the result will be the same in the end. Think of the value that this is to the contractor. He knows what the home-owner intends to do in the future—in fact, he has helped him plan it. Furthermore, he has a good idea of just about when the owner can afford to have the work done. Can you imagine yourself letting a customer like that get away?

The matter of working out the color plan is mainly a matter of helping the owner select proper, harmonizing colors he likes. Color preferences are an expression of personality, and people always welcome an opportunity to make their personalities felt. Any color scheme for a house is a good one if it suits the people who live there.

### Concentrate On Women

Concentrate on the women. They appreciate color and are receptive to its appeal. The fact that a woman thinks of clothing in terms of an ensemble conditions her to thinking of color for a house in the same way.

The one absolutely necessary word of advice is to start any exterior color scheme with the roof. Always select the asphalt shingle color first, and from there go on to choose colors for other sections of the dwelling. The roof color is as basic as—and tell a woman this—the color of living room walls or of a rug on the living room floor. As a rule, the roof is the largest unbroken color area on the exterior of a house, and for that reason it inevitably acts as a background for all other colors, which should blend with the roof or contrast pleasingly with it. A color scheme can easily “go wrong” if the roof color is chosen last. The roof is too big an area not to have first consideration. The roof sets the color pace.

As an example of a master color plan, let me suggest two color schemes for the house pictured with this article. I've picked a house that is already above average in appearance because I want to show that a moderately good-looking house can be improved by the use of color. Note that both color schemes relate the house to the earth and the trees of its wooded setting:

*For a Customer Who Likes Red—*

**ROOF**—Red blend asphalt shingles to

## Channel Retainers for Asbestos Siding



C-W-F

... or

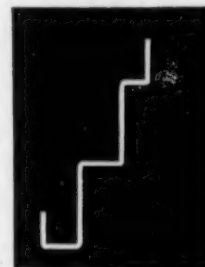
**S-R-F**—Customer-satisfying shadowliner which enhances new or remodelled homes alike.

*Send for Free Samples*

Illustrated are two dual purpose shingle retainers. They both add beauty to each project while increasing the speed of application.

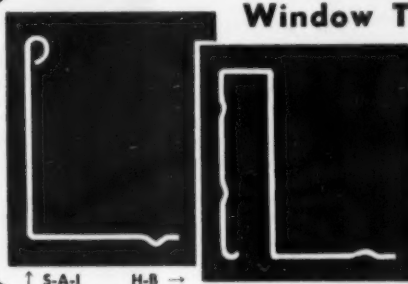
### Specify:

**C-W-F**—An extra wide nailing flange for extra strength and ease of application



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## Window Trims for Insulated Shake Siding



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*Write for Illustrated Mouldings Catalog*

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establish an overall color key. The red should be the rich red of the earth.

**SIDEWALLS**—A warm, slightly grayed pink color which suggests the soil on which the house is built. Use the same color for gable ends, chimney, and any visible part of the foundation wall.

**SHUTTERS AND TRIM**—White, to give relief from the sidewall color.

**FRONT DOOR**—New England red as an accent color. This should be a rich, earthy red to blend with the asphalt shingle roof.

**IRON RAILING** at entrance way—To match the door.

**MAILBOX**—This is the sort of detail that is often overlooked. Having taught camouflage to the Marines, I'd use camouflage here. Paint the mailbox to match the doorway trim. A mailbox doesn't have to be black and it doesn't have to

be conspicuous. The mailman will know where to look or it.

*For a Customer Who Likes Green—*

**ROOF**—Green blend asphalt shingles to unify house and foliage. Select a soft neutral green that makes each shingle look as though it grew as a leaf.

**SIDEWALLS**—Pastel green, to blend with the roof. Use the same color for gable ends, chimney, and foundation wall.

**SHUTTERS AND TRIM**—Use sprout-green, a pale yellow-green which contrasts subtly with the sidewalls.

**FRONT DOOR**—Garden green, a bold, deep green to provide a striking, but harmonious, effect.

**IRON RAILING**—The same as the door.

**MAILBOX**—Camouflage again. Paint it to match the doorway trim.



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Electric  
Power Hoist  
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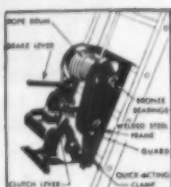
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## Asphalt Shingles Add to Life, Beauty Of Old Farmhouse



The handsome, new-looking home, top, is the remodeled version of the 100-year-old farmhouse, bottom. Window rearrangement, elimination of the porch, a new fire-resistant asphalt shingle roof, and new paint were principal exterior improvements.



The modern roofing and siding contractor should use his up-to-date, improved methods in suggesting and supervising remodeling jobs.

Asphalt shingles are a case in point. Shingles today give the roof colorful beauty, fire-resistance, and long life in addition to the fundamental quality of weather protection.

### 100 Year Farmhouse

A 100-year-old farmhouse in Wisconsin typifies the improvement that can result from home modernization when the frame is structurally sound.

A new asphalt roof was the first item in the face-lifting job. In the process of reroofing, the two old chimneys were removed and a better-located chimney was built.

A major change consisted of enclosing the open, old-fashioned porch. The

interior space gained was divided between the kitchen and the living room. This made room in the kitchen for a dining area and a built-in desk.

### Interior Improvements

Windows were rearranged and many new ones were added. The front door was moved to improve furniture placement in the living room.

After exterior alterations had been completed, the sidewalls were painted. White, a color of dignity, was chosen in keeping with the excellent architectural proportions of the century-old home.

Interior improvements included insulating the walls to cut winter heating expense and increase year-round comfort. Wallboard was used to recondition old walls and ceilings.



## News

(Continued from Page 15)

500 feet long, the longest machine in the country. It will have all the latest refinements for fast and efficient production of a full line of quality asphalt shingles and roll roofings. The plant will also produce plastic cements and roof coatings. The building to house the equipment will have a floor area of more than 100,000 square feet. It will be 900 feet long and vary in width from 60 to 160 feet. Included in the plans is a warehouse with 42,000 square feet of storage area.

\* \* \*

### Coffey of Carey Renamed To Asbestos-Cement Assn.

[By error the photograph shown below of Mr. Martin V. Coffey was printed in last month's issue as a photograph of Mr. Curtis W. Wells of The Flintkote Company. Our most sincere apologies for this mistake to both the Philip Carey Company and The Flintkote Company.]

Martin V. Coffey, general sales manager of the Philip Carey Mfg. Co. of Cincinnati, Ohio has been selected once again to serve



MARTIN V. COFFEY

on the planning committee of the Asbestos-Cement Products Association, according to  
(Continued on Page 32)

## Kinks

(Continued from Page 21)

closely. If a leaky roof is old and weathered, patching is not advisable. Reroofing is the only sensible course. Asphalt shingles which can usually be applied on top of the material.

## Elections

(Continued from Page 6)

the Ruberoid Co., treasurer; M. W. Searls, the Flintkote Co., chairman of the public relations committee; James F. Comiskey, the Celotex Corp., chairman of the technical committee.

Also named was Ralph Heckel, Johns-Manville Sales Corp., chairman of the production efficiency committee. R. G. Breeden, Jr., was renamed secretary-manager.

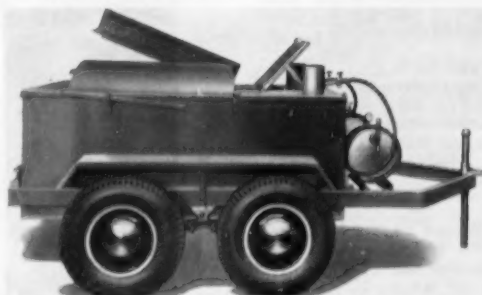
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## Books

**Building Insulation**, by Paul D. Close, B.S. 3rd Edition—Revised and Enlarged, contains 372 pages, 181 illustrations, 85 tables, is fully indexed, durably and handsomely bound in washable cloth to give the utmost in service. It is priced at \$5.25.

In this new edition an effort has been made to cover the subject in such a manner that it will be useful and of practical value to the architect or engineer, to the manufacturer, to the dealer, and to the consumer who may be contemplating the construction of a new house or the remodeling of an old one. The book has been brought up to date in all details.

**Sheet Metal Work**, by William Nusbecker 360 Pages, 430 illustrations, \$4.00. A generously illustrated manual of practical self-instruction in pattern drafting and construction work. It includes chapters on tools, methods of obtaining patterns, workshop problems, problems for light gauge metal, coppersmith's problems, problems for heavy metal, skylights, roofing, cornice work and patterns for forced-air fittings.

**Asphalt and Allied Substances**, by Herbert Abraham, 1,515 Pages, \$25.00 for New Edition. A key to virtually all available knowledge on asphalt, tars and pitches. The volume has 333 illustrations, 122 tables and charts, 12,000 references and 9,000 patent citations. Included are sections on prepared roofing-asphalt shingles, built-up roofing and waterproofing.

**Skylight and Room Tables**, by H. Collier Smith, 134 Pages, \$1.50. This is a time-saving reference book, giving the true lengths of all bars for skylights and roof rafters of standard pitches. The author is a practical skylight man.

**How to Estimate for the Building Trades**, by Townsend-Dalzell-McKinney, \$5.75, 633 pages, 316 illustrations, 44 tables. A complete and practical book on the estimating of materials and labor, plus the actual practices of the various trades in handling construction details. For the estimator, contractor or builder who does not have bulging files of cost data, this book will prove to be indispensable.

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BOOK DEPARTMENT  
**AMERICAN ROOFER**  
425 Fourth Ave., New York 16, N. Y.

## News

(Continued from Page 31)

Ernest Muehleck, president of that organization.

The Association is devoted to the growth, promotion and general usage of asbestos-cement products.

\* \* \*

### Carey Announces New Mgr. Of Canadian Branches

In a story announcing the appointment of E. A. Boadway as vice-president and general manager of both the Quebec Asbestos Corp., Ltd., of East Broughton, Quebec, and the Philip Carey Co., Ltd., of Lennoxville, Quebec, in last month's News Of the Month column, the wrong caption was inserted under Mr. Boadway's photograph.



E. A. BOADWAY

In Mr. Boadway's new capacity, he will be in complete charge of Carey's Canadian operations, encompassing sales, traffic, manufacturing, etc. The general staff of the Philip Carey Mfg. Co., located in Cincinnati, will act in an advisory capacity to Mr. Boadway and his organization.

\* \* \*

### Packer, Propper Announce Combination Of Firms

Eugene L. Packer and Walter Propper have announced the combination of their separate firms to form Packer-Propper, Inc. The new firm, whose headquarters will be at 450 East 176th Street, New York, announces that its personnel will be unchanged. In addition, it stated that all guarantees issued by either Eugene L. Packer or by the Monitor Co. will be the responsibility of the new organization. The company will specialize in roofing, waterproofing, sheet metal work, masonry pointing and repairing, as well as other general jobs.

\* \* \*

### Kirby's Northern California Post Goes To F. K. Harris

Kirby Industries recently named Frank K. Harris as their Northern California manager. Mr. Harris, whose office will be in San Francisco, was formerly manager of the San Francisco office of Aeroil Company.

## Manufacturers & Distributors

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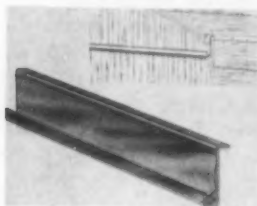
Write to:  
American Roofer & Siding Contractor  
425—4th Ave., New York 16, N. Y.

## What's New

(Continued from Page 20)

### Metal Trim Siding

Metal trimming for asbestos and other siding is a new line now being manufactured by Macklanburg-Duncan Company.



The rust-proof trim is suitable for new construction or for re-siding existing buildings. Each style is furnished in handy 10-foot lengths except for the "Outside Corner ASZ-2" styling which comes in 11½-inch sections, packed 50 pieces to a box.

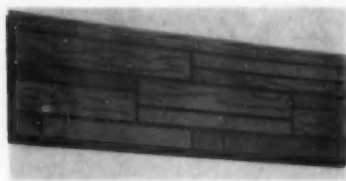
The trim is made in inside corner, door and window trim, drip caps for doors and windows, regular siding locking, and two styles of outside corner.

\* \* \*

### Stone Design Siding

A new, stone design insulating siding has been developed by The Flintkote Company. This siding, featuring long, narrow, sculptured stone textures, resembles the most modern stone work being used in today's ranch type home construction.

In the West this new siding will be known



as "Ledge Rock," while in the East it will be produced under the name "Ruf-Tex." Both products are currently available in a light, mottled green and in a buff stone with a white base. In addition, "Ledge Rock" is produced in a pastel blend of buff, coral and white known as Crab Orchard.

The siding has a colored mortar line, slated on the bottom, to give added texture. The mortar line coloring screens out the panel joints.

\* \* \*

### Revised Design Book

Harry Parker's "Simplified Design of Roof Trusses for Architects and Builders" is now available in a second edition. A volume in the "Simplified" Series, the new edition is published by John Wiley & Sons.

Following the pattern of other books in the series, the volume presents the principles and methods underlying the design of structural members used in building construction.

The second edition of "Simplified Design of Roof Trusses for Architects and Builders" contains 278 pages.



## MADE TO DO A SUPERIOR JOB: R. MURPHY stay sharp ROOFING KNIVES

**No Play — No Wobbling**

R. Murphy "Stay-Sharp" blades, processed from finest tempered steel, are famous for the way they hold up under tough usage. Their hand-honed razor-sharp edges cut the roughest materials easily.

R. Murphy Knives completely eliminate any play or wobbling because of the precision riveting of blade and handle . . . the latter custom-designed for proper grip.

For the *steadiest, cleanest, easiest* cutting roofing knife—ask for R. Murphy "Stay-Sharp" Knives at your Roofing Supply or Hardware Store.

*There's an R. Murphy Knife for Every Purpose. Write for FREE catalog showing the complete line.*

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## The Cle-Wit Twins

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**THE CLE-WIT LO-BOY**

is designed for rapid transfer of "hot" from Firewall to Mop Bucket...the old bucket-at-a-time method is slow and laborious...like the Hi-Boy, this carrier loads quickly with 30 gallons of "hot" thru a wide non-splash port and discharges direct to bucket fast thru 2" draw-off cock...fully insulated to keep hot-stuff "hot"...a trial will convince you...write for literature and detailed specifications.

Price F. O. B. San Francisco \$125

**THE HI-BOY**

AND

**THE LO-BOY**



**THE CLE-WIT HI-BOY**

Hi-Boy taking on load from pump easily, quickly takes 30 gallons of "hot" from pump through wide non-splash loading port, then speedily transfers amount needed to Felt-Layer thru 2" draw-off cock...fully insulated for comfort and heat retention...an efficient time-labor saver that will pay for itself on one small job...built to last...adjusted to proper height for pump & Felt Layer...a boon to roofers.

Price F. O. B. San Francisco \$125



Transferring "hot" to Felt Layer

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## Colonial Williamsburg Restoration Shows Shingle Roofs Common In 18th Century

Roofing practices have changed a great deal from those utilized in the 18th Century, but many problems still remain. The information is of interest, also, to roofers and contractors called on for restoration jobs. The common roofing of the late 17th and early 18th century in Virginia and the colonies was wood. Cyprus was the favored wood, but oak, pine and chestnut were also extensively employed. Oak's disadvantage was warping and roofing at the junctions with nails, while chestnut was a porous wood with a limited lifetime.

### Shingling Common Practice

Shingling was the common practice, but boarded roofing—of 8" or 10" breadth—was also used. The John Blair House, in the Colonial Williamsburg restoration, is one outstanding example of boarded roofing. Shingle sizes varied from 3' long by 1' broad to 15" by 3½". The small sized shingles were used for shingling steeples and for "woven" valleys.

The usual length was 20" with a thickness of 5" and a thickness of ¾".

After shingles were riven they were shaped for water-tightness by some planing or with draw-knife. This meant a tapered shingle.

### Continuous Sheathing

Correct shingling practice required continuous sheathing—application on a surface made up of wood strip (laths) 1" x 4" or so, separated from each other by a space of around three inches. This was done to permit shingles to dry quickly after rain and hence to delay the otherwise rapid deterioration by rot.

There is abundant authorization for "clipping" or "rounding" the exposed shingle ends. This was done to lessen the shingle curl and also to equalize the irregular cut of the shingle butt. With square butts, each block used for splitting should be precisely square. This is not so necessary with the rounded end. Then appearance was improved with the shaping.

The data, obtained from the Public Relations Department of Colonial Williamsburg, is through the courtesy of Carolinas Roofer.

## Nailing It Down

(Continued from Page 3)

He pointed out that in the census year ending April, 1952, about 25,900,000 people moved into a different house. This startling figure represents about 20 per cent of the civilian non-farm population of the United States. Of this number an estimated 17,500,000 persons moved within the same county—generally the suburbs. It is the suburbs that offer the great potential for the 1954 building salesman, according to Mr. Berlin.

"This movement of the population to the suburbs has tremendous momentum, particularly because of the continuing high birthrate," Mr. Berlin said, adding, "There were more than 4,000,000 babies born in 1953, an all-time high.

### 'Fix-up' Market Vast

"Vast numbers of the hurriedly built postwar houses are proving too small for these growing families. The result is a vast market in the 'fix-up' or expansion segment of the residential construction industry. Innumerable attics will be converted into bedrooms as the

children get older and wings will be added to many a house if the size of the lot permits.

"In the private non-residential construction category," Mr. Berlin noted, "one of its components, commercial construction, increased about 28 per cent above the \$1,450,000,000 figure of 1952.

"Industrial construction provided one of the major surprises of 1953. Factory construction approximated the 1952 figure of \$2,320,000,000 although a decline had been expected in 1953. This decline is very likely to take place in 1954 and volume may well fall below \$2 billion.

### Utilities Construction Up

"Public utilities construction in 1953 rose 5 per cent above 1952 to about \$4.2 billion. The main reason for this is the almost ceaseless demand for electricity—both industrial and residential.

"1954 will be the year of the salesman and the fields of 'fix-up' and modernization hold his greatest opportunity to create plus sales to offset possible declines in other branches of the construction industry," Mr. Berlin said.



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Under this heading classified advertisements are accepted at the uniform rate of 12 cents a word, but no advertisement taken for less than 20 words with a minimum charge of \$3.00; 3 months at 10c per word per insertion. Check or Money Order must accompany copy of Classified Ad. Advertisements soliciting dealers or distributors, or new products for sale, not accepted in classified section. Address all communications to Classified Department, AMERICAN ROOFER, 425 Fourth Avenue, New York 16, N. Y.

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**EXECUTIVE SEEKS MANAGEMENT** or highly responsible position with progressive Roofing and Sheet Metal firm in large community, specializing in industrial and public works, both new construction and high class repair maintenance. Age 42—excellent character, good personality, 20 years executive experience with one large firm in all management phases, estimating, sales and supervision. Best references. Replies strictly confidential. Write Box 375, AMERICAN ROOFER & SIDING CONTRACTOR, 425 Fourth Ave., New York 16, N. Y.

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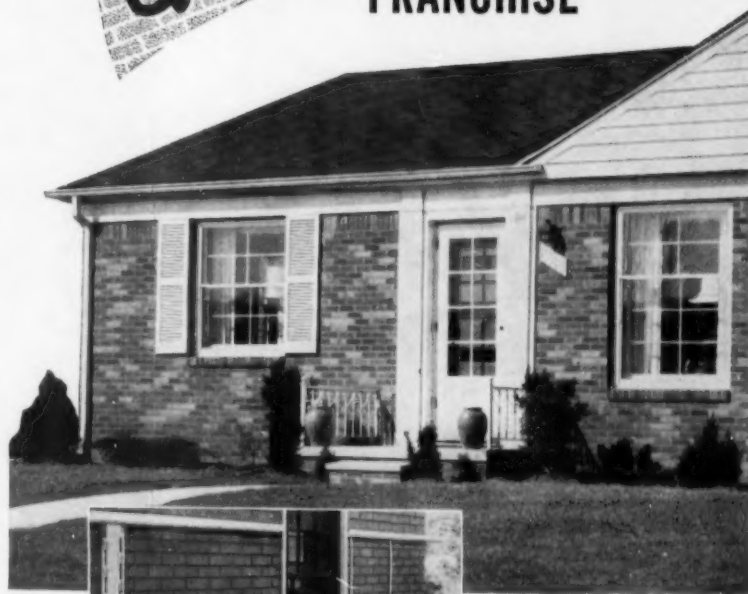
**ATTENTION MANUFACTURERS:** Our Company has been organized recently to represent your products aggressively in the Alabama, Georgia and Florida area. We are interested in top lines in the following Applicator's Items: Roofing Edging—Caulking Compound—Aluminum Corners and Trim—Allied Items for Siding—Reroofing and Built-up Applicators. Reply to: Dealers Supply Company, "Manufacturers Representatives." Box 2002, Albany, Georgia.

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1-54

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